

Here is your September 12 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from John Kremer, Guy Achtzehn, Judith Briles, Rick Frishman, Eric Kampmann, Paulette Ensign, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Jeff Davidson.

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All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

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## Book Marketing Matters

Brian Jud's free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably

Volume 15, Issue 18, Number 362 September 12, 2016

Do you want to sell more books to non-bookstore buyers? Join our commission-based special-sales program.

We sell your books. We pay shipping.  
All non-returnable.

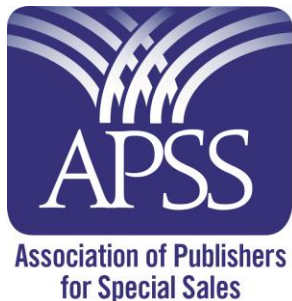
[BrianJud@premiumbookcompany.com](mailto:BrianJud@premiumbookcompany.com)  
Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

Top inquiries from the salespeople  
for the week ending 9/9/16

Title	Quantity
<i>The Sales Comic book</i>	3500
<i>Miracle in the Andes</i>	600
<i>Small Message, Big Impact</i>	1100
<i>Scrappy</i>	2300
<i>Don't Worry, Retire Happy</i>	4200

## News From APSS

(The Association of Publishers for Special Sales)



Do you want to sell your books in large quantities with no returns? Announcing APSS-NJ **Book Selling University TOMORROW in Fairfield, NJ** -- a full day of dynamic, practical, book-marketing information. Discover how you can become more profitable selling your books in ways that you never imagined and to people you never knew existed. Also -- speakers on niche publicity and how to sell more books with Facebook. For a complete agenda and more information go to <http://tinyurl.com/z4kpp96> Contact: BrianJud@bookapss.org or (860) 675-1344

Brian Jud will be online for an open mic session every Thursday at Noon Eastern time to answer your questions about APSS, book marketing and non-bookstore marketing. The access URL is <https://zoom.us/j/3671572517>

## Upcoming APSS Webinars

**Sep 22:** "Corporate Sponsorships for Authors: How to Attract Lucrative Sponsor Opportunities," by Stephanie Chandler; 6:00 pm ET; Register at: <http://tinyurl.com/zdgscrp>

**Oct 4:** "Powerful Sales Materials That Sell Truckloads of Books!" By Hobie Hobart, 6:00 pm ET; <http://tinyurl.com/gnvk566>

**Oct 13:** "Business Modeling for Authors," By Jared Kuritz; 6:00 pm ET; <http://tinyurl.com/jqy9dfg>

**Nov 3:** "Blogging for Authors: Unleashing the Power of Community," by Joel Friedlander; 6:00 pm ET; <http://tinyurl.com/z9woun3>

**Nov 17:** "How to License Translation Rights and Subsidiary Rights—Plan for Success," By Cynthia Frank; 6:00 pm ET; <http://tinyurl.com/zb4sbrg>

**APSS members can get a free book-cover evaluation from 1106 Design. Send a jpeg/pdf of your cover with your APSS membership number to Michele DeFelippo at [md@1106design.com](mailto:md@1106design.com)**



## Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books [ekampmann@aol.com](mailto:ekampmann@aol.com))

**What to Look for in a Distributor.** At Midpoint we are undergoing a thorough review of practices and procedures. All companies need to examine the assumptions behind their business because it is so easy to drift into a status quo mentality that is a killer if you want to compete and grow in a challenging economical environment. We have come up with some key words to describe how we would like our client publishers to characterize us as partners in the publishing process. The six words are: experienced, motivated, responsive, candid, flexible and positive. Here is the interesting part: Once we have determined how we would like others to think of us, then we begin to set a standard based on the six words and we begin to strive to live by them. Everyone falls short of the ideal, but when you have a standard that customers expect as the norm, then outstanding results often result, creating an overall environment for excellence and achievement.

## Kremer's Korner

(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

It is possible to sell rights to another publisher to produce limited editions of your book. For example, both Phantasia Press and Underwood-Miller publish autographed, numbered and slipcased editions of books by well-known science fiction authors (such as a \$50.00 autographed edition of Roger Zelazny's "Trumps of Doom" or a \$40.00 autographed edition of C. J. Cherryh's "Cuckoo's Egg"). These higher priced editions rarely compete with standard hardcover or paperback editions since they are issued in limited runs of 250 to 1,000 copies and are sold primarily to collectors.

## Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))

Think of catalogs as an extension of your mail-order capability. Each acts as a sales brochure for your titles, helping you build awareness in your target markets. Catalogs deliver your book's cover and major sales handles to thousands – if not tens of thousands -- of potential buyers. This gives you additional *hits* on people in your target markets, enhancing your credibility as well as your long-term sales.

Catalogs pride themselves on a "high fill rate" which means they fill and ship orders quickly. Maintaining this reputation requires a sense of partnership with their suppliers (publishers). You have to meet deadlines with a quality product. On the other hand, they purchase books for inventory, not to orders, so you can ship in fewer, larger quantities. They rarely require an exclusive and most pay in 30 days. Sales are generally non-returnable and the catalog company usually pays for shipping.

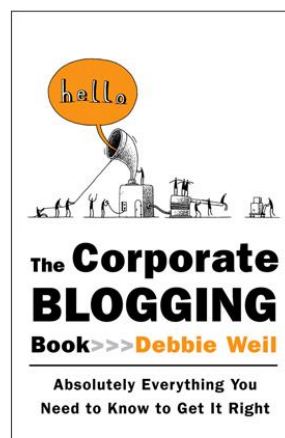
There is one similarity to selling books in bookstores: the competition for your title to stand out is intense. Minimize this by seeking specialty catalogs that sell complementary products. Then, your book becomes an accessory item.

## The Cover Story – Michelle DeFilippo

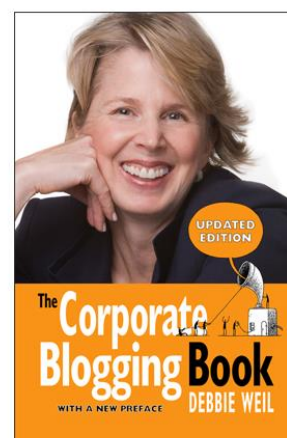
(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com> )

*The Corporate Blogging Book* by Debbie Weil

For this "before and after" example, our client wanted to more effectively promote her consulting practice without losing the connection to an earlier successful edition of her book. We filled more than half of the new cover with her portrait, since she is now the "product" being sold. To maintain the connection to the earlier book, we kept the black and orange color scheme, chose more contemporary fonts, and utilized just a small portion of the previous illustration.



Before



After

## Leadership and Growth Concepts – Tom Hill

(Founder and CEO of the Eagle Goal Coach, an organization devoted solely to assisting others find and follow their life's passion. Tom can be reached via e-mail at [tom@tomhillwebsite.com](mailto:tom@tomhillwebsite.com))

This is the third in the series about the way of the Productivity Ninja, 9 characteristics which have the capacity to boost productivity, reduce stress and change the way you think about your work.

**#3: Weapon Savvy:** A Ninja selects trusted tools and technology, perfects their use and avoids being distracted by them. There is a never ending range of tools available to help keep you on top of your game. Think of them in two broad categories: Thinking tools such as a SWOT analysis or checklists and Organizing tools such as a task application.

Choosing what to use and when to use them as well as being alert to the capabilities of each is the key to success. Tools are here to help us get things done but our obsession with them can occasionally become a distraction. Tools should give us confidence and ensure that through their productive use we're rarely interrupted by our own ineptitude.

**Ninja Tip:** If you have a tool that is falling short of supporting great work, learn how to use it more effectively or question its use altogether.

Discover a bit more about Weapon Savvy -- <https://www.youtube.com/watch?v=VBOXv9tpTpU>

## Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://www.legalwritepublications.com); The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

**When in the Writing Process Should I Register My Work?** The “lawyerly answer” is based on the benefits of timely registration defined in the Copyright Act: you should register before your work is infringed and within three months of publication. Additional guidelines:

- Register your manuscript once completed
- Register works (even if only a few chapters) that you are submitting on a regular basis, posting on the Internet, or performing on a regular basis
- Update your registration after a substantive change to your work
- Register the final product
- Within three months of publication

## The Book Shepherd – Judith Briles

Dr. Judith Briles is The Book Shepherd ([www.TheBookShepherd.com](http://www.TheBookShepherd.com)) and Chief Visionary Officer of AuthorU ([www.AuthorU.org](http://www.AuthorU.org)). She is the author of 34 books including The Crowdfunding Guide for Authors & Writers and Author YOU: Creating and Building Your Author and Book Platforms. Register for her online course, How to Write a NonFiction Book in 4 Weeks and connect on Twitter @MyBookShepherd. Her radio podcast, AuthorU-Your Guide to Book Publishing, gets over 300,000 downloads each month and can be heard at <http://bit.ly/AuthorURadio>

**Is Metadata in Your Midst?** Revisit all your descriptors for your books pronto—information that ties into your metadata and shouts out to the search engine gods should be tweaked and morphed. Ask yourself: Am I using the phrases that my potential reader would use in searching on Google?

Think here ... when you are searching yourself, do you just drop in a single word ... or do you use phrases with adjectives and nouns to narrow down what you are looking for? Richer and fuller types of descriptors are what feed into metadata—make sure you are using them to maximize you and your book's discoverability.

## Marketing Strategy

(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*; [www.bookmarketing.com](http://www.bookmarketing.com))

Successful disruption isn't something you do just once. Every successful disrupter becomes an incumbent in its transformed industry, and digital business models don't last long. Amazon disrupted bookstores 20 years ago, then disrupted its own books-by-mail business model with Kindle e-readers. "If leaders are unable to abandon yesterday, they simply will not be able to create tomorrow," said Peter Drucker. (*Fortune*, August 1, p 22)

## You're On The Air

(Rita Thompson, Field Producer for CNBC, CBS News and Chronicle)

*I want somebody who is going to be concise, clear and accessible. Someone who can take perhaps complicated information and put it in very simple, understandable terms.*

## Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at [FRISHMANR@PlannedTVArts.com](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

Before writing your silver bullet, take a closer look at your book. Then answer the following questions:

- What is most interesting or unusual about your book?
- What makes your book most memorable?
- What are the three most important benefits that readers will receive from your book?
- What differentiates your book from titles on the same or similar subjects?
- What are the first responses you receive when you tell people about your book?
- What causes people to stop, listen, or say wow?
- What questions do people ask when you tell them about your book?

## Guest Columnist – Jeff Davidson

(Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit [www.BreathingSpace.com](http://www.BreathingSpace.com) for more information.)



Any writer who seeks high productivity while writing and otherwise can benefit from these sites:

- [www.moving.com](http://www.moving.com) – Aids in transferring address information, utility bills, phone service, and magazine subscriptions, with just a few clicks.
- [www.flightarrivals.com](http://www.flightarrivals.com) – Tracks the exact progress of flights, including arrival time.
- [www.switchboard.com](http://www.switchboard.com) – Find addresses, phone numbers, faxes, and email.
- [www.quoteland.com](http://www.quoteland.com) – A quick way find any quote by author, topic, or occasion.
- [www.howtocleananything.com](http://www.howtocleananything.com) – The name says it all.
- [www.findtutorials.com](http://www.findtutorials.com) – Instructions in dozens of skill areas.
- [www.ehow.com](http://www.ehow.com) – How to do just about anything!

## Marketing Planning

(Excerpted from Brian Jud's e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*; [www.bookmarketing.com](http://www.bookmarketing.com))

Plan A works best without Plan B. According to the *Wall Street Journal* (August 17 2016, pg B6), “New research has found that when people make a backup plan for their goals, their performance on the primary goal can suffer. Simply contemplating backup plans makes you want to achieve the primary goal less, which makes you put less effort into it.”

## Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net), or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)

**Call Me Ishmael**

**<http://callmeishmael.com>**

Do you have a beloved book and a story to go with it? If so, you might enjoy this delightful way to share both. Use the phone number on the website, and leave a voicemail about your book and its story. The stories are transcribed and shared weekly.



## The Very Idea

(Editorial by Brian Jud)

Did you know that it is impossible to sneeze with your eyes open? It's also impossible to succeed in book marketing with your eyes closed. Keep your eyes open and look for new opportunities. To see what others do not, look at...

... **the content of your book.** People do not buy your physical book per se, they buy what the information in your book does for them. Describe your content in terms of what it does for the reader, and give it to them in the form they desire (pbook, ebook, etc).

... **people rather than on markets.** Define your target *readers* (for retail sales) and target *buyers* (for non-retail, i.e., corporate sales).

... **getting people to buy rather than selling to them.** Divide a page into three columns, one headed *Problem, Action* and *Result*. In the *Problem* column list all the issues or challenges that your prospects have. Then list the *Actions* you recommend and finally the *Results* that readers will get if they follow your advice. Then communicate the *Results* to prospects in your marketing efforts – and they will buy.

... **the differences of your content, not on its sameness.** People do not want more of what they already have. Tell how your content is different from and better than competitive titles.



... **yourself as an expert.** You are part of every sale, particularly in non-bookstore markets.

... **market segments.** Organize your target readers/buyers in easy-to-reach groups of people with similar reasons for buying. For

example, if you have a children's book, segments might include schools, PTAs, daycare centers, home schooling, children's museums, etc.

Effective and successful marketing is simple, but not easy. Keep your eyes open for new ways in which to sell your books. That is nothing to sneeze at.

## Book-Marketing Tips – Roger C. Parker

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his [www.publishedandprofitable.com](http://www.publishedandprofitable.com))

A half-written book languishing on your hard drive isn't doing you any good...whether caused by a lack of interest from trade publishers or a lack of self-publishing experience. There are seven things you can do to turn the disappointment of a half-written nonfiction book into publishing profits. One will be described in this and the next 3 issues of *Book Marketing Matters*.

**4) Harvest.** As you review printed copies of your manuscript, look for examples, stories, and topics you can reuse. Look for fresh ideas, as contrasted to information that merely sets the stage. Look for advice you can convert into exercises and step-by-step instructions. Identify the best examples of your thinking, ideas and advice that you can build on and, later, expand.

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

You have a story to tell that some have said deserves to be shared as a book, and you have yet to write that book. There are reasons you've told yourself about why that book has yet to be written, and every one of those reasons makes great sense. Yet something is gnawing away at you about wanting to share your story in some way, in a way that isn't a book. And you're not sure what that can be.

Sometimes without a booklet author realizing it, in many cases their tips booklets have been based on that person's story. The how-to tips represent some or all of the booklet author's life. It is a mechanism for sharing the knowledge the author acquired, without necessarily making the publication completely about them. It is, though, about their story.

Many tips booklets mirror the triumph over a life challenge, whether it was how to get healthier, be more organized, become free of addiction, have better relationships, manage money, live a more balanced life, identify their life's work, or endless other possibilities. In other cases it's about a joyful experience, a discovery or situation that had nothing at all to do with a challenge.

There are certainly times when the booklet author is completely conscious of the fact they are leveraging their experiences and creating not only a tips booklet but an entire business from what they learned. The tips booklet may be the starting point in their product development or it could represent the whole journey from the most basic how-to solutions to the more advanced ones.

Once in a rare while a tips booklet will be written by a freelance writer or as a writing-for-hire job which, in both cases, do not represent the author's life. There is a different relationship that writer has with their booklet. They have generally written from a more pragmatic, intellectual position than one based in the passion of the first-hand life experiences on which the booklet content is based.

The content can be helpful, valid, accurate, and even sell well as a tips booklet and other product formats. The challenge is in the author relating to it from the inside out with an excitement for the topic no matter how enthused and interested they are in what they are writing.

**ACTION** - Re-visit the parts of your life that have been particularly meaningful to you as challenges, joys, or a combination. What makes you smile because you got through it and came out on the other side or experienced an unexpected joy from something wonderful in your life? Is it a topic you want to share with others because you know your perspective can help them? If so, think back to as close to the beginning of that chapter of your life as you can, noting the most basic how-to's you can offer. You started at the basics, and that's where your booklet readers must also start. It's the best way you can serve people who are eager to learn from you, from your story, in the how-to tips format you're offering it.

**Buy Lines -- Free Information to Help You Sell More Books**



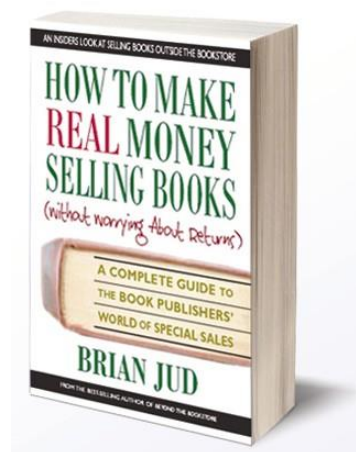
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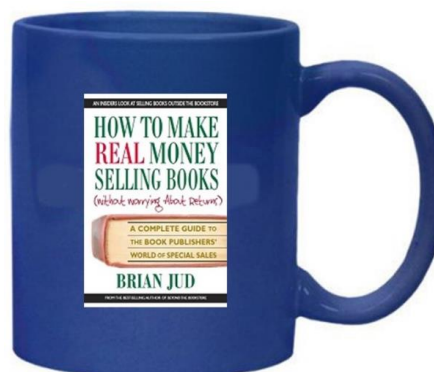
A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales  
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Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at [www.bookapss.org/PromoItems.pdf](http://www.bookapss.org/PromoItems.pdf) Find out how you can use promotional items to:

- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales



- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

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[guy@msgpromo.com](mailto:guy@msgpromo.com) or (717) 846-3865. Provide your APSS  
membership number for a 10% discount on promotional items

**Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.”**  
**Discover and rate the**  
**best books on writing, publishing and marketing**  
( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

## Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit  
[www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Day*  
at [www.bookapss.org](http://www.bookapss.org)

Brian Jud now offers commission-based sales to buyers in special markets and several other programs to  
contact prospective buyers in special markets for you through personal sales calls, customized mailings and  
telephone calls. There is a program for any budget. [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

Brian is the Executive Director of the Association of Publishers for Special Sales ([www.bookapss.org](http://www.bookapss.org)), an  
author and book-marketing consultant helping publishers market and promote their books to increase their  
sales and profits. Brian is a media trainer, frequent speaker at publishing events and host of the online  
Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing  
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[brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>