

Here is your January 18 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 Lin Lacombe.

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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 2, Number 346 January 18, 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.  
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Top inquiries from the salespeople  
for the week ending 1/15/16

<u>Title</u>	<u>Quantity</u>
<i>Street Smart Sports Management</i>	400
<i>Book of Reflections</i>	1800
<i>Stress Relief</i>	10,000

## News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers  
for Special Sales

See a 5-min description of special-sales (non-bookstore) marketing at [www.bookapss.org/SpecialSalesDescription.wmv](http://www.bookapss.org/SpecialSalesDescription.wmv)

See a brief video about how you can benefit (discounts, education, networking, camaraderie) by joining APSS at [www.bookapss.org/2016APSSmemberbenefits.wmv](http://www.bookapss.org/2016APSSmemberbenefits.wmv)

## Upcoming APSS Events

### **Make Up to \$150,000 Before Your Book is Published**

#### **January 21 Teleseminar**

Brian Jud will interview John Eggen on at 6 pm Eastern; Reserve your free seat now:

<http://mypublishingopportunity.com/brianj/>

### **Everyone's Online - Or Not? Do Tips Booklets Still Work?**

#### **January 19 -- teleclass by Paulette Ensign at 11 am PT/2 pm ET**

It's the question of the day, either spoken or thought, now 25 years since launching the successful tips booklets phenomenon in 1991. It may seem like "everyone" is online and maybe you and many people in your world are. It can be tough to escape, depending on what you and those around you do. This class offers you simple yet powerful ideas and a peek beyond your screen that you may never have considered, ways that immediately breathe new life into your business and new money into your bank account. The session explores:

- Who your market is and ways they'll use your information
- How the Internet and free downloads are "and" not "or" for hard copy
- Why snail mailboxes are now opportunities for you and your business
- Ways to make money from your bite size brilliance

#### **WARNING:**

You're bound to come away from this program with a new-found heightened respect for the small yet power-packed tips booklet. It's also very likely you'll now have more ideas surfacing and dancing around in your brain than any one person can implement in a single lifetime whether online or offline. You've been warned.

Come find out for yourself by [registering here](#) - now, while it's on your mind.

## 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))

Getting to "yes" can be a daunting task, but there are techniques that can make it easier for a trade book distributor to say "Let's Roll" to your book project. But first, let me give you a few hints as to why distributors say "no" so often. This can be boiled down to the 3 P's: pricing, packaging, positioning. So many prospective book projects come to us with bad jacket and interior designs, ill-conceived pricing and no marketing plans. We are not magicians and we cannot take something that has been poorly executed and turn it into a bestseller. We will usually say "no" without further comment.

But what about projects that get in the door? What distinguishes them from the rest of the pack? Well, I can think of several important elements that can be persuasive. First, personal contact. Getting to the decision maker can help a lot. You need to persist here because usually there are several gatekeepers standing in your way. Second, references. If you have someone backing your project who knows us, that helps. Sometimes it is a consultant, sometimes a publicist. But if you can drop a name, then that helps get you in the door. Third, You need to have something to show and show off. Packaging here is everything. If the book jacket looks like it could have come from Simon &

Schuster or Random House, you will get more attention. If it looks like an inexpensive first time effort, you will get very poor results.

Fourth, how do you plan to get the public (your market) to buy your book? What is your plan and whom have you hired to help execute it? Fifth, have you set a realistic publication date? Have you left enough time for your distributor to do a proper selling job on your behalf. Right now, enough time is around 6 months. And sixth, a good sense of humor. You will need it.

### **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>)

If you make lots of sales in special markets, you might want to publish a newsletter directed at these markets. Besides featuring your new titles that have the best possibilities of being a premium or catalog item, you could also publish examples of what other companies are doing with your books. Bantam Doubleday Dell publishes a separate newsletter just to the premium markets. They mail this newsletter to 20,000 premium buyers at least twice a year.

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

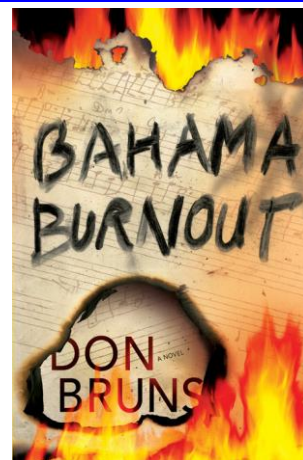
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))

A local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount. How can you adapt the content of your book to help a company do the same for their customers?

### **The Cover Story – George Foster**

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at [www.fostercovers.com](http://www.fostercovers.com))

This award-winning thriller involves arson at a recording studio in the Bahamas so let's set the book on fire. I wrote the title by hand with charcoal. Sometimes messy is good. The paper is a combination of different stock photos with music notation added. Black and red are standard crime colors. The overall effect is frenetic, alarming, and definitely on fire. The burnt hole partially hides the author's name while also featuring it. The cross-directions of the music notation adds to the chaos. Barnes and Noble placed this book face-out on their "New Mystery" shelf.



## 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))

What a great time to write your goals for 2016 - develop clarity and tap into your talents and passion. Make 2016 your best year yet! This is a wake-up call. Start designing your exceptional life and company

## 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>

### GO-GO-GO for January and February Printing Deals

Did you know that post the Holidays, printing companies usually have better pricing in January and February? Those presses need to keep running and why not take advantage of lower pricing. If you got bids in the fall and didn't go to print, make sure you get new ones. Saving money is always a good thing.

## 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))

If you convince a wholesaler to purchase directly from you, bypassing the distributor, your gross revenue can increase by 50%. But this does not necessarily translate into greater net profit because your promotional costs will increase as you perform more of the functions previously done by the distributor.

## You're On The Air

(Brad Hurtado, former producer of Donahue, Maury Povich and The Charlie Rose Show)

One author never understood why he didn't get more than three minutes on an interview and never sold any books. I said, 'You're boring. Boring, boring, boring. And if you don't pay any attention to that, you aren't going to sell any more books. You asked me for my opinion, you're boring.'

## 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))

A survey can validate ideas or information on which your book is based. If you ask only a limited number of questions, the cost and work involved in conducting a survey can be relatively low. Test your questions beforehand to make sure that they're clear and provide the type of information you seek. Consider asking open-ended questions that people can fill in.

If you plan to hire a firm to conduct your survey, interview a few and get references. Review examples of surveys they've run for others. Compare costs, methods, and time frames. Find out how all results will be documented and what documentation you will receive. Request that you be given results in a summarized fashion that you can use in your book.

## Guest Columnist – Lin Lacombe

(Public Relations and Marketing & Literary Publicity Contact Lin at [llacombe@earthlink.net](mailto:llacombe@earthlink.net))

When selling your book in bookstores or other retail outlets, statistics report that the author gets 7 seconds on the front cover to capture a reader's attention and 15 seconds on the back (there are small publishers who would say these numbers are high). Before you pick a book designer make sure you have researched (Amazon and bookstores) books in your genre to see how yours compares or jumps out. Make sure the book title and cover grab attention, are legible online, on your website, and on Amazon.

## 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))

As you finalize your 2016 marketing plan, try writing your goals differently to find new ways to reach them. A goal to "Sell X0,000 books by December 31, 2016" places your focus on selling books. If you say "Reach net revenue of \$X00,000" you expand your focus to profitably selling your content through books, booklets or other formats. And you could increase revenue through corporate sales, consulting and/or speaking.

## 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>)

### Vox First Person

<http://www.vox.com/2015/6/12/8767221/vox-first-person-explained>

Vox is a general interest news site that devotes a section of its site to personal narratives on key topics. If you have a great story on an important issue, you can pitch it to Vox First Person, which seeks stories from writers of every age, gender, race and political view. They even work with new writers who have an important story but need help turning it into a piece.



## The Very Idea

(Editorial by Brian Jud)

Some things just blend into the background and seem invisible. Your book on a retail shelf may take on that characteristic. Unless you promote it to create a positive, unique point of difference in may just disappear from your prospects' view among all the other books on a retailer's shelf.

Most books are displayed spine out. Make sure your book's spine is clear and easily readable by the passing prospective buyer.



## 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))

Why do you want to write a book and get it published? One of the most important steps you can take before the end of the day, today, is to identify the specific reasons you want to write a book and get it published.

What are the specific benefits that your book is going to provide for you? What is the change that your book is going to help you achieve? By identifying the specific benefits, or change, that you want to achieve, you'll be more likely to succeed in your writing and publishing project.

There's a world of difference between someone who wants to write a book for creative satisfaction and a business owner who wants to write a book to brand themselves as an expert in their field. Let's say your goal in writing a book to build an e-mail list of prospects for future sales of information products, i.e., e-books, e-courses, CDs and DVDs. By identifying this goal before you write your book, it will be easier to write the right book, choose the right publishing alternative, and build "hooks" into your book that will drive traffic to specific pages of your website.

There are no right or wrong reasons to write a book. The only "wrong" is to write a book without a clear understanding of why you're writing it and how you're going to benefit.

## Booklet Ideas – Paulette Ensign

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

**Speed Stuns!** That simple headline captured your attention, whether your pace is slow and calculated or you thrive on higher energy and quicker pace. It captured my attention, too, about a decade ago when hearing it from my British information product colleague and client, [Peter Thomson](#).

Peter and I each move fast. It's how we are wired. While it doesn't suit everyone, it suits us. After Peter completed his first of several booklets, he immediately mentioned it to one of his corporate clients who promptly placed an initial 10,000 copy order of a booklet of which Peter had yet to pen a single word. And while the client commissioned the new booklet on a related topic with that order, the booklet content ownership remained with Peter.

**ACTION** - Increase and expand your successful results by taking faster action. That can be anything from returning a phone call inquiry quicker or letting your professional community know about a product you completed as soon as it is done or launching a product or service before it's perfect. You can always make course corrections later

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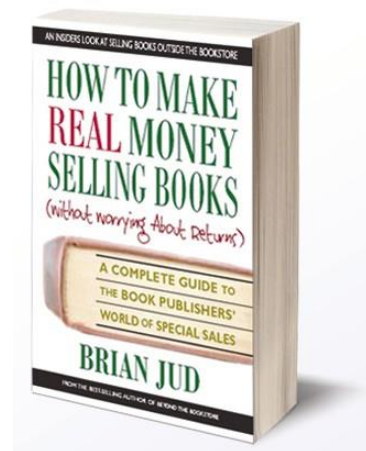
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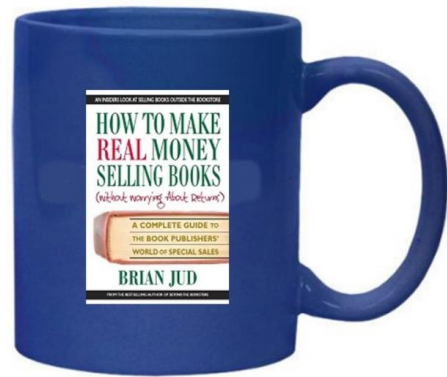
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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events



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( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

## Contact Information for Brian Jud

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Brian is also 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 law, design and writing. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>