

Here is your September 26 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 Pam Lontos.

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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 19, Number 363 September 26, 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.

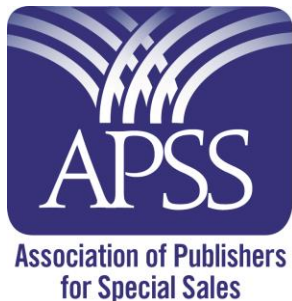
BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com

Top inquiries from the salespeople
for the week ending 9/23/16

<u>Title</u>	<u>Quantity</u>
<i>Customers Included</i>	1800
<i>Stage Fright Cure</i>	2500
<i>The BOOM! BOOM! Book:</i>	500
<i>Winston the Duck</i>	1750
<i>Real Estate Prospecting</i>	4000

News From APSS

(The Association of Publishers for Special Sales)



Subject: Enter the APSS/FedEx Advantage \$25,000 Get Ready Sweepstakes

Get ready for a chance to win! FedEx is giving APSS members a chance to win up to \$10,000, or over 100 other prizes, in the \$25,000 Get Ready Sweepstakes. If you are not already in the APSS Shipping Program, enroll today at https://www.partnership.com/micro_site/enroll_now/APSS and you'll be automatically entered in the sweepstakes. Then you'll have a chance to earn up to 51 additional entries. Imagine how you could invest in the success of your business with these prizes:

- \$10,000 Grand Prize (1)
- \$1,000 First Prizes (10)
- \$50 Second Prizes (100)

Enroll in the APSS Shipping Program and the discounts keep coming. Even after the sweepstakes ends, members will still enjoy savings of up to 31% 2 on select FedEx ® services. The program is free to join and there are no minimum shipping requirements. What's more, you may be eligible for other special offers and promotions.

Already enrolled in the APSS Shipping Program? Join My FedEx Rewards to enter the FedEx Advantage \$25,000 Get Ready Sweepstakes. Enter now

<https://getrewards.fedex.com/?rpage=login&allianceId=1012&fameId=2064&source=&allianceMbrInd=&offerSource=allsweeps>).

Not an APSS member? Initial annual membership to APSS is \$89. To join, please go to <http://pro.bookapss.org/join-application> and follow the prompts.

Limit 52 total entries. NO PURCHASE NECESSARY. Void where prohibited. The FedEx Advantage \$25,000 Get Ready Sweepstakes is sponsored by FedEx Corporate

Services, Inc. Open to legal residents of the 50 United States and Washington, D.C., age 18 or older who are members of an eligible FedEx Advantage affiliate as of 9/11/16. Begins 9/12/16; ends 11/4/16. For rules, go to www.smallbusiness.fedex.com/get-ready-rules

Includes a bonus 5% online processing discount. Full details available at www.PartnerShip.com/APSS/FedExdiscounts

Upcoming APSS Webinars

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. jpeg/pdf of your cover with your APSS membership number to DeFelippo at md@1106design.com

Send a Michele



Notes From the Front Lines

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

I see seven key decision points that need to be addressed as a book is being prepared for publication. As a distributor, we often are forced to reject books because not enough care was put into one or more of the key decisions before we saw the project. In fact, it would be best if the publisher would enlist the help of the distributor, or some other experienced advisor before arriving at a final decision. Here are the seven key decisions as I see them. First, print the right number of books. Err on the side of caution if you are unsure. Remainder tables are always full for a reason. Second, price the book for your market. If you are selling retailers, then your price should be lower. If your market is very specialized, then you may be able to price up. Third, use an experienced designer for your book jacket. Fourth, chose your printer carefully. Do they have a good reputation for service and fast turnarounds for reprints? Fifth, should you pay the traditional royalty rate or is there another way? Sixth, do you have a distributor and if not, how do you plan to sell your book? Seventh, what is your marketing plan? Do you know your market and do you know how to reach 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>)

Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of *Basic 35mm Photo Guide for Beginning Photographers*. To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

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)

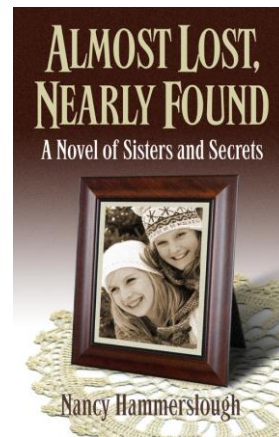
Make it easy for people to buy from you and to sell your books. Provide retailers with free counter-top displays with the purchase of a minimum quantity. Include instructions for re-ordering your books to refill the displays (see <https://www.bookdisplays.com/>). Give the retailers ideas for cross selling, such as suggesting that they place your book about forgiveness near a display of flowers or candy. Contact the department buyers in large stores rather than the people purchasing general store items. The buyer for cookware may be amenable to purchasing your cookbook when others may not see its value.

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>)

Almost Lost, Nearly Found: A Novel of Sisters and Secrets by Nancy Hammerslough

This novel about two sisters, one who follows the rules and one who doesn't, is set at the end of World War II. The publisher wanted to visually communicate the time period to the buyer. To accomplish this, we chose sepia tones and a traditional wood picture frame with a crocheted doily underneath. The photo of the girls also supports the story. One sister wears a pure white hat, the other wears a hat with a bolder design.



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)

This is the fourth 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.

#4: Stealth & Camouflage. This week, we'll take a look at the idea of Ninja Stealth & Camouflage: A Ninja strikes a balance between availability & solitude.

Look at it this way, if you're always in the limelight, you'll likely get caught in the crossfire. Choosing to be ever available is an open invitation for two of your biggest enemies to visit regularly; distraction and interruption.

Be a bit elusive, a bit mysterious and even a tad aloof if you have to. Protect your attention to ensure it's spent on what you decide to spend it on, not what others hijack it for. This includes avoiding too much social chit chat (in person, via email or social media channels) and it includes renegotiating any "open door policies" that may be inadvertently undermining your capacity for great work.

Ninja Tip: Create space to get out of the limelight. Unplug, disconnect until you've really got something you need others to see or hear. Discover a bit more about Stealth & Camouflage

<https://www.youtube.com/watch?v=ZetYPCCC83o>

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

(Contact Professor Evans at Legal Write Publications, info@legalwritepublications.com or 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.)

How much can I quote without permission? There is no set number of words you can use under the fair use doctrine. This doctrine permits use of copyrighted materials for certain purposes listed in the Copyright Act, such as criticism, comment, news reporting, teaching, scholarship, or research. While technically infringing on the copyright owner's rights, these uses are considered permissible; and such fair use can be used as a defense against a claim of copyright infringement. Note that it is not sufficient simply to acknowledge the source of the copyrighted material. The Copyright Act provides four factors to determine, on a case-by-case basis, whether fair use or infringement exists.

1. Character or purpose of use

2. Nature of the copyrighted work
3. Amount and substantiality of the copied work
4. Effect on the potential market

The Book Shepherd – Judith Briles

Dr. Judith Briles is The Book Shepherd (www.TheBookShepherd.com) and Chief Visionary Officer of AuthorU (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>

Crowdfunding Tip: Social media is critical in your crowdfunding campaign. Make sure that you have built followers and fans as you start your shout outs. Do updates throughout the time your campaign is in force; including progress of funding; new ahas; comments that have come in; if one of the rewards has been sold out (add a duplicate—it's hot); and as you get to the finish line, remind all that have contributed that you are close—would they consider an add ... and maybe you give another perk as the tipping point.

Marketing Strategy

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

Want an idea for a corporate tie-in for selling your book? The Subaru Loves Learning initiative conducts the annual Science Books & Film Prizes for Excellence competition to recognize outstanding scientific information (fiction and non-fiction) for young audiences. They not only recognize the best science books for kids, they “distribute” books to schools around the nation. See www.subaru.com/partners for more information.

You're On The Air

(Dr. Wayne Dyer, author of *Your Erroneous Zones*, *The Sky's the Limit*, and *Real Magic*)

I was told that the only way you could talk to everybody in America was to get on all the big talk shows. But all the big talk shows never heard of Wayne Dyer. So there's another way to talk to everybody in America and that's to go to everybody in America. Go on every little radio show in every town across the country. Most of them, like AM Columbus and Good Morning Jacksonville, if you've got a new avocado dip they'll put you on. Take the books with you. Just do it, and don't tell yourself, “I've got to struggle.”

Author 101

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

For radio and TV, call producers, not hosts. Call them after their shows have run because that's when they usually have time. Prior to their shows, they're usually totally occupied by details required to put on their programs. When you call, chances are you won't get through. At that point, you can leave a message or ask to have them paged. In all contacts — by e-mail or phone messages or when speaking with the media — give or recite your silver bullet. Say, “This is Robyn Freedman Spizman. My book *Make It Memorable* tells you how to give the most meaningful and memorable gifts on earth.” Then add, “I'd like to send you a press release telling you all about it.”

Guest Columnist – Pam Lontos

(Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630; Pam@PamLontos.com; www.PamLontos.com)

Develop Different “Hooks” For Different Media. Don’t try to get on the Ellen Show to discuss the economy or on 60 Minutes to talk about your dog stories. You wouldn’t pitch your book on relationships to *Field & Stream* or *Glamour* your book on fishing. Keep your eyes open for current events you can write about, practical advice you can give, interesting facts you can share, or holiday tie-ins you can use. Then match the correct media to that topic and go after an interview.

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)

The word “intelligence” comes from the Latin *inter* (“between, among”) plus *legere* (“choose, read”). To be intelligent is literally “to choose among.” A little creativity gives you the alternatives from which to choose. For example, alternatives for selling a children’s book could be children’s libraries, PTAs, daycare centers, airport stores, supermarkets, government agencies, toy stores, and gift shops at museums or zoos.

Helpful Website of the Week – Adele M. Annesi

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

Literistic
<https://www.literistic.com>

Each month Literistic collects and emails submission deadlines for literary publications, contests and fellowships. The full service is fee-based, but the shortlist is free.



The Very Idea

(Editorial by Brian Jud)

Sometimes it feels like the money you are spending is going in deep hole with no apparent results. Since most of us have limited budgets, it is necessary to perform some marketing triage.

Look at the five major areas of marketing. Did you **plan** your efforts? Is your **product** right (form, cover, title, layout, binding)? Is your **price** correct? Are you using the best **distribution** channels to reach all retail and non-retail segments? Did you implement an assorted **promotional effort** using the right amount of publicity, advertising, sales promotion and personal selling – online and offline?

Also, consider the productivity of expenditures since not all expenditures have an equal return on their investment. Evaluate your actions to determine what is working and what is not. Then do more of what is working.



Do not be too quick to pull the plug on those actions (i.e., publicity, special sales) that have long a long lead time between implementation and results.

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)

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 2 issues of *Book Marketing Matters*.

5) Refocus. After carefully reviewing what you've written so far, change your focus from writing and publishing a book to earn profits from book sales to viewing your book as a tool for generating back-end profits. Replace an emphasis on "publishing profits" with an emphasis on using your book to promote your business. Look beyond your original book. Identify *information products*, like templates and worksheets, or consulting and coaching *services*, or *speaking & workshop topics*, you can develop to help clients apply the ideas in your book.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, 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

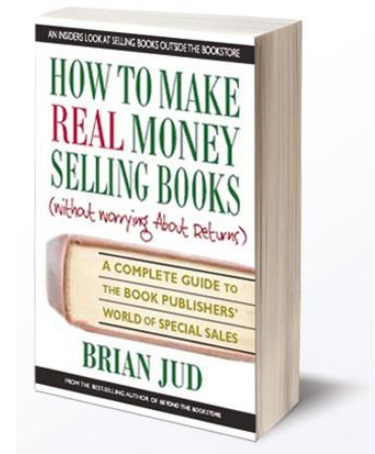
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Become more profitable

Sell in untapped, lucrative markets

Minimize -- if not eliminate -- returns

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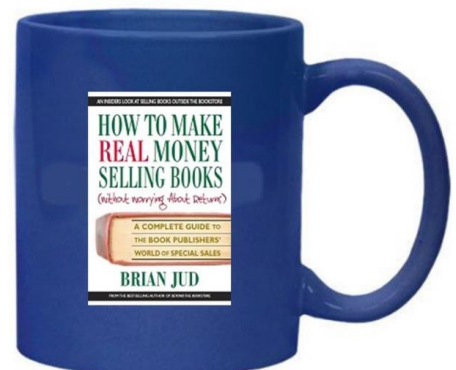
A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales



- 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

Contact Guy Achtzehn at The Promotional Bookstore,
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

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I won't share or sell your email address.

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Day* at
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

Brian is the Executive Director of the Association of Publishers for Special Sales (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 law, design and writing. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>