

Here is your October 24 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 21, Number 366 October 24, 2016

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All non-returnable.

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Top inquiries from the salespeople
for the week ending 10/21/16

<u>Title</u>	<u>Quantity</u>
<i>A Single Mother, Perspectives</i>	1800
<i>Read Better! Adults & Teens</i>	2200
<i>Out-of-Style</i>	1500
<i>Smoke Free Condos</i>	3700
<i>Secrets to Stepfamily Success</i>	1000

News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers
for Special Sales

Upcoming APSS Book Selling Universities

APSS-Washington State

Friday, January 27, 2017 (Save the Date!)
Bellevue College, Bellevue, WA

APSS-Southern California

March 11 at the Skirball Center, Los Angeles
www.bookapss.org/SantaClaritaAgendaMarch11.pdf

APSS Open Mic Every Thursday

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

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

Nov 8: "Plan to Sell More Books in 2017," APSS-NJ webinar by Brian Jud; Noon ET; Register at <http://tinyurl.com/z8tdxlz>

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



Notes From the Front Lines

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

Book Marketing. Marketing is a very misunderstood word when it comes to selling books through bookstores. With most consumer brands, marketing is based on sophisticated and expensive testing. Almost nothing is left to chance, which is not so much a guarantee of success as it is a reduction of the cost of failure. Book launches involve little or no testing and therefore might be compared to a baseball batter taking a swing at a curve ball. If he hits the ball one time out of the time, he is considered a star. So it is with many trade books on a publishers list. A few home runs pay for many swings that miss. Publishers try to mitigate this situation by finding well-known authors who have previous success. If, or barring that, they use the media as extensively as possible to create buzz and sales. So one reason book publishing is a risky business is because most of the marketing is done after the launch when the investment in books has already been made. This would suggest that for most books a conservative first printing would be the wisest course of action.

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>)

Because of certain laws and union contracts, some corporations are now required to provide retirement planning for employees, as well as help for those they lay off or fire. Books are great resources for either program. Monsanto bought 800 copies of Crisp Production's Retirement Planning Guide to give to its employees to help them with their retirement plans.

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)

When people ask you what you are selling, your initial answer is probably, “I sell books, of course.” But what they are really asking is, “How can your content benefit me in some way?” Generally, business buyers are not looking for books to re-sell, but for ways to increase sales, introduce new products, make customers more loyal, or to motivate or reward employees. If the information in your book can help them do one of those things you are more likely to make a sale. In non-bookstore marketing you will become more profitable when you stop selling your books and sell how the content of your book helps the recipient. And that may be different for each buyer. Learn the purchasing criteria for each major buyer, and sell to those needs.

Leadership Tip

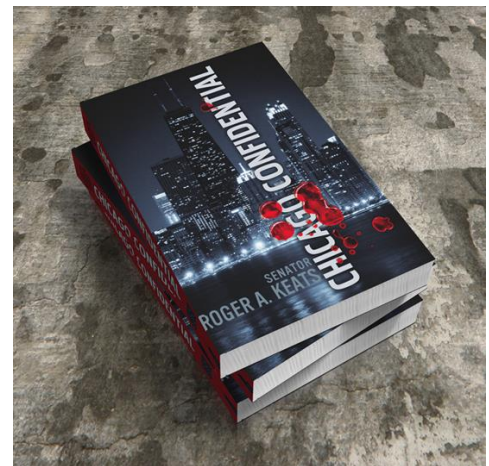
(Leadership Tips from *The Dynamic Introvert* – Lesley Taylor; lesley@lesleytaylorcoaching.com)

Reflection Increases Self-Awareness & Better Decision-Making. Taking time to write and reflect on your leadership goals can increase your self-awareness and help you organize and synthesize your thoughts. Reflection simply means “thinking about our thinking” but there is nothing simple about doing this work. Taking time out for reflection is necessary to help us to really understand our beliefs and assumptions and how they may be limiting us. Quiet leaders not only excel at this but also encourage shared reflection within their teams.

The Cover Story – Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. For more information about book design, please visit www.TLCGraphics.com)

Chicago Confidential is a novel written by a former senator based on the reality of dirty politics and crime in the Windy City. The book’s cover had to be hard-hitting, dramatic, and show the importance of the locale. While it’s based on real life events, it’s still a novel, so had to fit within the fiction genre. The skyline is instantly recognizable and the color palette of deep blue, rich black, and small punches of vibrant red foreshadow the drama within. A strong and unique title treatment is bold yet is integrated into the photo beautifully. The drops of blood add the extra pop of color and intrigue, leading potential buyers to pick this up and lose themselves in the story.



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 continues a 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.

Ninja Ruthlessness: A ninja learns to say "no" to themselves, distractions and others.

This is about your ability to protect your time and attention, focusing only on the things that add the greatest impact, even at the expense of other things that may very well be 'worth doing'.

Consider employing a bit of ruthlessness when it comes to:

Opportunities: Being ruthless with others about what you are able to deliver compared to what you could deliver (if the world would just stop and allow you the time to do so) is a valuable Ninja skill. Learning to say 'No' to ourselves means not biting off more than we can chew. When you get in situations where you've taken on too much, renegotiate your commitments to yourself and others rather than burning yourself out trying to meet them all.

Protecting Your Attention: Particularly your proactive attention when we're most alert, in flow, and on top of your game. Your attention is arguably your most precious resource; it needs to be nurtured and valued.

Ninja Tip: Create blocks of non-negotiable undisturbed time to work on the work that matters most. Turn your phone, email and internet connection off. Shut the door to your office or hang a sign on the back of your chair to alert others you are unavailable during a given period of time so you can be fully present to them at another time.

Discover a bit more about Ninja Ruthlessness: https://www.youtube.com/watch?v=loyms1dR_U4

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 Can I Get Permission to Use Copyrighted Materials in my Book? To acquire permission from a copyright owner to use his or her copyrighted work in, for instance, your manuscript, you should submit a permissions request, preferably in writing.

Hunting down permission to use a quote a couple of months before you go to print is always a bad idea. The ultimate decision about if and when to seek permission often boils down to a matter of business as well as legality.

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>

A great way to get your name out there and establish majority credibility is to be published via an Op-Ed piece. Editors for them are slammed with queries ... to stand about the crowd, here's three tips to establish your credibility. First, show you are legit ... who are you ... including the author of _____.

1. Show you've got a track record of writing for legitimate places (the editor will infer you're a good writer, and probably easy to edit). Your pitch email itself is another opportunity to show your writing ability, so let a little personality in. If your email bores them, why would they want to subject their readers to a longer version of it?
2. Second, include a concise story pitch that shows you can write well in few words. (I recommend keeping your story pitch idea to 300 characters or less.) Pitches are SHORT and SUCCINT—here's an aha—the average movie that is sold/bought is in 15 words or less!
3. Third, include credentials or expertise in the subject matter (you are a CEO of a relevant company, Martha Stewart's right hand, Wolf Blitzer's secret source).

Remember Op-Ed pieces are about having an opinion—show yours.

Marketing Strategy

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

See the big picture. In 1866 an Iowa farmer watched the construction of the transcontinental railroad near his fields. After seeing the track laid and a locomotive steam through, he thought, "So that is what railroading is about: tracks and trains." What didn't he see? Among many other things, that he could get his products to more markets more quickly, and that once there they would have to compete against products from many more places. He saw the obvious steel and wheels (compare to bookstores) but he didn't see the hidden opportunities (non-traditional sales). Instead of selling what your books *are*, see the larger perspective of what your books *do*. How can corporations, associations, schools or the military use your information for their benefit?

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

Most of the time what interviewers are looking for are three big points. Understand that before going in. When they ask, "So, what are the big issues here?" you can say A, B and C. Now you've begun to manage your interviewers. You've steered them into an area without making them feel foolish, without dictating terms per se. They want to bring out the best in you, and they want to look their best, too.

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)

Many writers mistakenly think that the existence of comparable books is a strike against them, but the opposite may be true. The fact that similar books have been published can be advantageous for aspiring authors because it shows that a demand exists for that genre of book if the authors can give their books new or different twists.

Guest Columnist – Pam Lontos

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

Microblogging For Social Media Marketing. Make your microblog:

- 140 characters (including letters, punctuation and spaces)
- Useful
- Easy to read
- Informative
- Positive
- Consistent with your brand

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)

Can you state your strategy simply? At Nasty Gal, founder Sophia Amoruso's game plan is selling vintage clothes to young women. Snapchat's strategy is delivering disappearing photos. Ikea's is selling nicely designed flat-pack furniture. If you can't articulate your strategic approach as clearly as they can, do not expect the market to get it. Road-test yours here for some valuable feedback.

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>)

The Creative Penn

<http://www.thecreativepenn.com>

These resources help writers finish, publish and market their books. It was voted one of the Top 10 Blogs for Writers and one of the Top 10 Blogs for Self-Publishers.



The Very Idea

(Editorial by Brian Jud)

Be prepared to talk about your book anytime, anywhere.

If you are proficient at speaking before groups, you may also be able to sell your books at list price following your presentations. This is called back-of-the-room selling, and it can be profitable. And superior speaking skills make your in-store events and library tours more effective.

Get meeting planners to buy your books beforehand. Persuade them to buy enough for everybody in the audience, and then refer to it during your presentation to reinforce important points. Encourage advance purchases by incorporating the cost of the books in your speaking fee.

Whenever Judith Briles is contracted to speak for a group, she brings her books with her. “People buy them at full retail. And returns aren’t an option. Initially, I only accepted checks or cash. But when I got a merchant account, sales doubled,” she said. Her personal record for onsite sales was at a conference in Salt Lake City where approximately 700 heard her speak. In six hours, she sold \$15,000 in books.



You can still make money from back-of-the-room sales even if you abhor public speaking by having other speakers sell your products for you. Contact professional speakers who are knowledgeable on your topic to see if they would be willing to sell your titles for a percentage of the sale. Locate speakers in a nearby chapter of the National Speakers Association <http://www.nsaspeaker.org> or Toastmasters International at <http://www.toastmasters.org/>

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. The first five were in the last issues of *Book Marketing Matters* and the final one will be described in the next issue of *Book Marketing Matters*.

7. Recommit. The missing link between “intending” to convert your half-finished nonfiction book into a publishing profits is to commit to taking action by identifying the tasks that must be accomplished and scheduling specific tasks for specific days of the week. Simply committing specific times to work on your project will replace your current disappointment with a feeling of optimism, and, in coming weeks, the more you accomplish, the better you’ll feel.

Don’t allow the disappointment and frustration associated with a half-written, unpublished book blind you to future marketing and publishing profits. Take the time to follow this 7-step action plan to reevaluate your book, harvest the best parts, refocus, and reformat what you’ve written, using what you’ve written as the basis for new customer acquisition and retention profits.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com)

Are you asked about charging for your content with so much free info available on your topic? People pay for convenience and clarity – convenience in finding what they want in one place without hunting for it and putting it together – and clarity on how to effectively use the content from someone (you) with a vested interest in presenting the content well.

They also pay for comfort in knowing they can use your information to market or promote their business without risking copyright infringements. Marketing decision-makers who want to offer your information rest easier when doing business with a professional content provider. They have budget to spend, expecting a good return on their investment with you.

If you've been in business longer than a day, you know that not everyone is your client or customer. Plenty of people are completely satisfied with free stuff discovered by digging around using whatever amount of time they allocate. They may eventually become your buyer, though very likely not. Many people will be thrilled to discover you and your content.

ACTION - Provide a sample of your expertise so people can decide if a free or a paid path is best for them. Recognize that charging for your content and expertise is a natural repellent for the people who are probably not your buyers anyway. They are leaving you space to serve the people who are eager and willing to make a purchase.

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

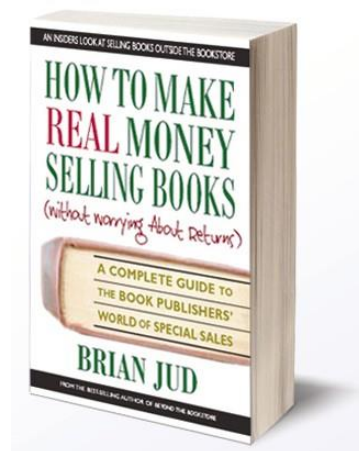
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Become more profitable
Sell in untapped, lucrative markets
Minimize -- if not eliminate -- returns

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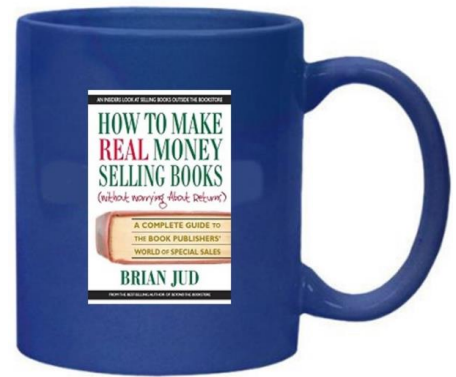
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway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



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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
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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

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>