

Here is your November 7 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 Carol Topp.

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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

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Top inquiries from the salespeople
for the week ending 11/4/16

<u>Title</u>	<u>Quantity</u>
<i>Medical Dictionary</i>	3800
<i>Misc coffeetable books</i>	5000
<i>What Teenage Drivers Don't Know</i>	1300
<i>Diet Glue</i>	2700
<i>Kid Who Beat Wall Street</i>	750

News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers
for Special Sales

APSS Series of One-On-One Consults Online

Get a detailed, customized list of prospective buyers for your book. Or just listen in on the consults of others' books. On Nov 15 at 6:00 pm ET Brian Jud and Guy Achtzehn can personally evaluate your book. We will point out profitable segments in which to sell them, list unique sales opportunities, and give you practical marketing ideas. We will show you detailed, specific information about how to find and contact potential buyers. Your book can be one of them. Info and register at www.bookapss.org/Nov15consult.pdf

APSS Sweepstakes for a Free Website

The winner of the free website in the APSS Sweepstakes is Jeanne Rogers. The prize was donated by Alan Canton at NewMedia Website Design. For more information on other discounts for APSS members contact Alan at 916-962-9296, <http://www.NewMediaWebsiteDesign.com>

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

Upcoming APSS Webinars

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

Nov 9: "How to Sell Your Books to Non-Bookstore Buyers -- Non-Returnable," sponsored by APSS-Washington State; 3:00 pm Eastern; Register at <http://tinyurl.com/zv2hwov>

Nov 15: Get a one-on-one consult on your book. 6pm ET; details at www.bookapss.org/Nov15consult.pdf

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

Dec 14: Launch Your Book Successfully, sponsored by APSS-Washington State; 3:00 pm ET; <http://tinyurl.com/hdk5trc>

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)

Good editors are worth their weight in gold. Have you ever noticed how a tiny speck of dirt can muddy a whole glass of clear water? So it is with small mistakes in an otherwise worthwhile manuscript. Often our human nature allows us to see the big picture, but small errors escape our closest inspection. Why expend enormous energy in creating a book when small mistakes can bring the whole enterprise into question? You need an experienced partner in the development of your book; another pair of eyes to aid you in making your book as perfect as it possibly can be. Without an experienced and involved editor, it is almost guaranteed that your book will be much less than you hoped for and it might even be hurt in sales, as your credibility will be called into question. You can find many capable freelance editors listed in "Literary Market Place" published by Bowker.

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>)

Develop a contact list for each major subsidiary right you might sell. You should have a separate list for serial right sales, another for dramatic rights, another for reprinting, another for book clubs, and so on. In addition, each list should be broken down by category -- for instance, in science, or whatever other categories you specialize in publishing -- so you can quickly match your new titles to each potential buyer.

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)

I will give you a 20-minute consultation on your book on Nov 15 at 6:00 pm ET. I guarantee you will get more ideas for selling your books than you ever imagined. Or, you can just listen to the consults. Send me your questions in advance. It's like having your own private consultant. This is an offer for APSS members and is new to the book-publishing industry. You will be astounded at the ideas you will get. Register at www.bookapss.org/Nov15consult.pdf

Leadership Tip

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

Thoughtful Leaders Are More Likely to Get Results. Dartmouth University professor and leadership expert John Randolph writes, “Researchers have shown that if a response can be withheld, if only briefly, a more thoughtful one with often emerge.” But, stopping to reflect can be seen as a sign of weakness in organizations that recognize and reward more extroverted ways of communicating. The ability to stop and reflect comes naturally to most introverts and it is this is a skill set that needs to be recognized, encouraged and rewarded.

The Cover Story – Peri Poloni Gabriel

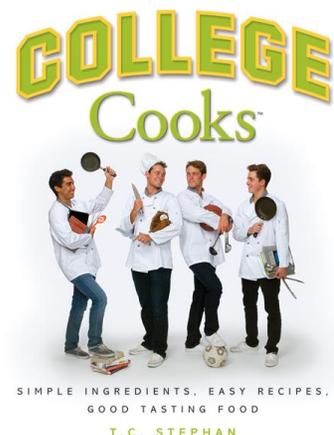
(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at www.knockoutbooks.com)

College Cooks

Simple, contemporary and approachable was the theme for this beginner cookbook for college students. This book was created by the author and her college age son.

He and his friends are depicted throughout the book's interior and thus we used a shot of them for the cover on a white background. Fonts were chosen to support the concept of college cooking and a contemporary style. The lime green is also used within the book to promote the idea of fresh and easy cooking.

"Great starter book for the first-time cook!" — Hessa Rosenberg, Winner Top Chef, Season 5



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.

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 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.)

Three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity. The first is libel – the written form of defamation. Defamation has been defined as any written or oral statement that injures a third party's reputation. The oral form of defamation is known as slander.

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>

Timing is important. Think about pre-selling six months prior to actually having book in hand. Give yourself a little flexibility—saying that a book will be shipped on February 1st might sound far off the previous October—it's really only three to four months away depending on which part of October you are talking about. Let's face it—things happen that could delay a book. Be they rewrites, interior or exterior design, editing, printing ... or just maybe you've lagged a tad. A little breathing room helps.

Marketing Strategy

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

You don't have to be better than competitive titles, just have an important difference. Claim your position in a market niche where your difference makes a difference. Volvo does not claim to make a better car than BMW – just a different one. In customers' minds, Volvo is associated with safety, while BMW emphasizes the joy and excitement of driving. Because the two automakers emphasize different criteria of purchase, they appeal to different customers. How can knowing that help you sell more books? Know your unique point of difference and claim your niche.

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

People are always looking for help. It's one thing they can never get enough of. People are saying, "Help me, help me, help me."

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)

The book-buying market is densely crowded and difficult to crack. When you try to enter, you'll be thrust dead center into an information-intensive world in which everyone is competing for the attention of those who have endless other options. When you try to tell them about your book, many won't listen. They may be busy or just numb from being constantly besieged by endless messages from advertisers; charities; political, educational, and community organizations; as well as their families, neighbors, and friends. They may even act as if they're listening and never hear a word.

The problem is that everyone has been overwhelmed by "media noise," that blare of unending messages that try to convince us to buy or support something. And, essentially, that is what you must also do to promote your book. To publicize your book, you have to dive into tightly crowded waters and try to get through to people who have virtually stopped listening. And those who are still open to listening tend to have very short attention spans. They protect themselves with super-sensitive filters that automatically switch off if the first five or six words don't grab them.

Guest Columnist – Carol Topp, CPA

(Carol Topp is an accountant and author of *Information in a Nutshell: Business Tips and Taxes for Writers*. She may be reached at Carol@CarolToppCPA.com)

For tax purposes, the IRS does not allow hobby expenses to exceed hobby income. In other words, losses from a hobby are not permitted on a tax return. A business can have a loss and it can be deducted on a tax return, but not a hobby loss. If John, a hobby writer, attended a writers workshop, and his expenses of \$900 exceeded his hobby income of \$400, he could deduct his expenses (as miscellaneous deductions) up to the amount of his income, but no more. The extra expenses of \$500 are considered personal expenses that John incurred for his love of writing.

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)

What will your publishing business be like in the year 2020? Do you have a plan to get there? Improve your 2020 vision with four sights: 1) **Foresight**. Create possible future scenarios and then plan your new mix of product, distribution, pricing and promotion decisions accordingly. 2) **Hindsight**. Evaluate what you did in the past and learn from your mistakes. 3) **Insight**. What is the unique difference that separates your product from competitors? 4) **Outsight**. Create a mastermind team – a group of professionals with various backgrounds and meet regularly to evaluate your position and plans.

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>)

How to Plan, Write and Develop a Book
howtoplanwriteanddevelopabook.blogspot.com

This is a blog, and one of the best on novel writing. Written by author Mary Carroll Moore, this blog could not only get you started writing your next novel, but it could help get you through the entire process from start to finish. The common sense tips are indispensable.



The Very Idea
(Editorial by Brian Jud)



Before you can get people to hear what you have to say you have to get their attention in a positive way.

Here are ten ways to get the attention of people in your audience or reading your press release.

1. **News.** Relate your presentation to a recent, important event
2. **Primary Benefit.** Quickly present the outstanding benefit of your content to each different audience
3. **Reward.** Quickly show how your recommendation can help them reach their objectives
4. **Emotion.** An emotional story or quote from a well-known person in your field
5. **Prop.** Show your book with your prospect's logo on the cover
6. **Gimmick.** An unexpected way to get attention
7. **Challenge.** An easy-to-solve test
8. **Question.** Ask an open-ended question to stimulate conversation
9. **Curiosity.** Get attention with a different twist on your proposal
10. **Directive.** Get people to stop and think with a direct, concise call for action

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)

Consider e-mail interviews when interviewing guest experts in your field. Live, recorded, interviews with guest experts are the best ways to research your topic, gain new content for your website or back-end products. They often open-up long-term relationships with your guests.

But, it's always great to have a fallback position in case your guest isn't comfortable with the live, teleseminar format, or simply doesn't have the time to commit to a specific time. When this happens, suggest an e-mail interview as an alternative. Submit your questions as an e-mail that your guest can simply respond to.

You can also submit your questions in a Microsoft Word document, sent to your guest as an e-mail attachment. This permits them to respond to your answers in greater detail, and respond to your questions over a period of time. Live teleseminar interviews are ideal, but e-mail interviews can offer a great alternative. Plus, you don't need to have them transcribed!

Booklet Ideas – Paulette Ensign

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

What does your tips booklet fix?

What challenge does it solve?

What does it add to your buyers' lives?

The answers to those questions and their variations are the only reasons people exchange their valuable currency to acquire your insight, experience, and remedy. Until and unless you know what you're fixing and who it is who wants to ease the ache, you become the one who continues experiencing the pain -- from lack of sales for your excellent information.

Their pain can be from difficulty in finding things due to disorganization, losing time in searching and money in replacing things; it can be challenges in knowing which health insurance policy to buy or how to advocate for someone's medical care; maybe it's about choosing appropriate marketing and promotion techniques for a small business or determining the technology tools for particular purposes.

Once you clearly define what you fix, it makes sense to replace those "Buy Now" buttons and links on your website and in your sales materials with words reflecting the problem you solve. You are probably more likely to invest in something saying "End the Embarrassment" than a simple "Buy Now" link.

ACTION – Determine the biggest, most typical challenges you solve for those you serve. Pepper your promos with copy addressing their need. Testing various relevant phrases lets your buyers know you are speaking to them, to people who want your help as soon as possible in whatever product or service formats that are best for them.

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

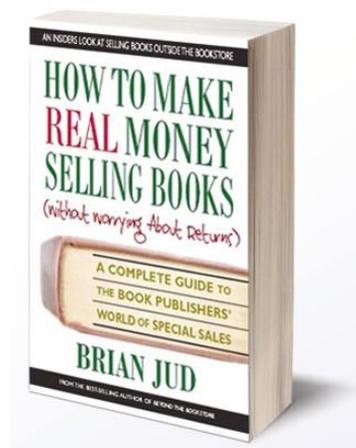
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Beat your competition

Become more profitable

Sell in untapped, lucrative markets

Minimize -- if not eliminate -- returns

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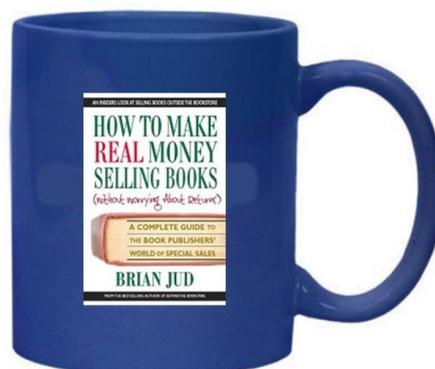
A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales



- 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

Contact Information for Brian Jud

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Brian Jud 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>