

Here is your November 21 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 Gail Z.Martin.

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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 23, Number 368 November 21, 2016

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

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Top inquiries from the salespeople  
for the week ending 11/18/16

<u>Title</u>	<u>Quantity</u>
<i>1001 Pearls of Golfer's Wisdom</i>	120
<i>The Dinosaur Debut</i>	} 40,000
<i>The Happy Campers</i>	
<i>The Baby Buddy</i>	
<i>Let's Go to Grammy's</i>	
<i>Hit The Beach!</i>	
<i>South of the Border</i>	

## News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers  
for Special Sales

### The APSS-Washington State Book Selling University

Friday, January 27, 2017 from 9:00 am - 4:00 pm  
One-On-One Meetings with Brian Jud - January 28  
Location: Bellevue College, Bellevue, WA  
[Click here](#) for details and registration

### New fulfillment option for APSS members

Port City Fulfillment is a new supplier recommended by APSS. They can help you deliver more of your books to your customers economically. PCF is a high-quality full-service fulfillment center equipped to handle all of your order-taking, warehousing, and shipping needs. They act as an extension of your company, offering personalized, professional service to your customers. By outsourcing to them, PCF can save you precious time and money, allowing you to focus on marketing and production.

Port City Fulfillment offers various levels of service for order placing, warehousing, inventory, packaging, and shipping. They provide a 24-hour, 365-day-a-year live order taking center. <http://www.portcityfulfillment.com/>  
Find information on this and other recommended suppliers in the APSS Resource Directory at <http://community.bookapss.org/page/recommended-suppliers>

### Winner of the APSS Sweepstakes for a Free Website

Jeanne Rogers won the free website in the APSS Sweepstakes. The prize (with a \$599 value) was donated by Alan Canton at NewMedia Website Design. You can see the completed design at <http://www.kohanawolf.com>  
For more information on other discounts for APSS members contact Alan at 916-962-9296, <http://www.NewMediaWebsiteDesign.com>

## Upcoming APSS Webinars

**Dec 8:** "How to Get the Book Endorsement of Your Dreams," by Sandra Beckwith; 6:00 pm ET;  
<http://tinyurl.com/zh3q5xm>

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

**Dec 20:** "Network Like A Fox Online To Boost Your Author Platform," by Nancy Fox; 6:00 pm ET;  
<http://tinyurl.com/jq9ntd4>

**Jan 3:** "Turning Your Book Into a Marketing Machine and Avoiding Key Mistakes Authors Make," by Bret Ridgway; 6:00 pm ET; <http://tinyurl.com/h7f6h6n>

**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))

**Selling to the Sales People.** When people approach me with a new project, they often make unsupportable claims that challenge credibility and experience. As a sales executive, I am always balancing hopes and dreams with the undeniable reality that most books rarely sell beyond their first printings. I want to help, but if I conclude that the publisher is an unrealistic romantic, then I am apt to pass his project by. I believe it would be better to modify claims to success to a level that conforms to the possible. People in my position live in the trenches of the everyday. We believe it is OK to publish a book that has modest expectations attached to it. We

like to work with titles over time, sometimes taking a year or more to find just the right way to success. The one-minute atomic book is nice, but frankly, it is a rare, rare thing. In a word, keep it real!

## **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>)

Many catalogs ask for an advertising allowance, which usually takes the form of an additional discount off the price of the product to the catalog. Essentially, the ad allowance is the price you pay for space in the catalog. Look on this cost as if you were buying a display ad in a magazine.

## **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))

Event Network (<http://www.eventnetwork.com>) manages stores on behalf of many cultural attractions at iconic landmarks and historic sites such as Gettysburg National Military Park and The Alamo. Started in 1998, Event Network is now the leading operator of cultural attraction stores worldwide. Reach Event Network at 9606 Aero Drive, Suite 1000, San Diego, CA 92123.

Eastern National (<http://easternnational.org>) was founded in 1947 to serve the national park system. It operates more than 150 units of the National Park Service in the Eastern United States, Puerto Rico, and the United States Virgin Islands. It is located at 470 Maryland Drive, Suite 1, Fort Washington, PA 19034.

Eastern National is also an independent publisher producing educational products for the National Park Service. "Our publications are different from those developed by traditional publishers," Erin Sweeney, Inventory Replenishment Manager at Eastern National explains, "because Eastern National collaborates directly with the parks to produce educational material to fit specific needs within the park."

The Western National Parks Association ([www.wnpa.org](http://www.wnpa.org)) is the official nonprofit partner of the National Park Service and its 67 national parks in the western United States. Headquartered at 12880 N. Vistoso Village Dr. Tucson, AZ 85755, WNPA ensures that all products, services, and programs enrich the visitor experience.

## **Leadership Tip**

(Leadership Tips from The Dynamic Introvert – Lesley Taylor; [lesley@lesleytaylorcoaching.com](mailto:lesley@lesleytaylorcoaching.com))

### ***Use Dialogue to Improve Meetings***

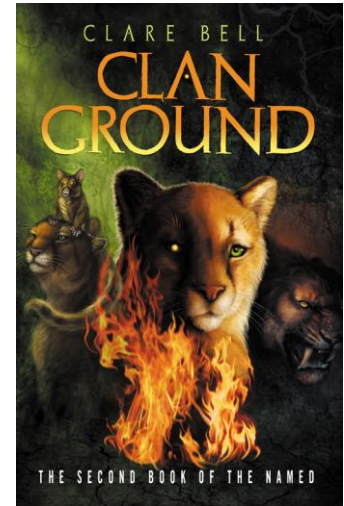
If you want to change the way your meetings are run introduce the use of dialogue and offer to lead the first session. Dialogue is an often overlooked facilitation tool that enhances learning and makes it possible for all members of the group to share their ideas and experiences. Dialogue is easy to learn but takes a bit of practice in order to use it effectively. Start by asking the group to agree on the following ground rules: listen and speak without judgement, acknowledge each speaker, respect differences, avoid cross talk, and check your assumptions.

## **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> )

## *Clan Ground* by Clare Bell

For this cover, a fabulous illustration was provided to us by the publisher, so the task was to complement the illustrator's talent. For the title, we created a gradient using the colors from the flames. We replaced the crossbar of the "A" with the eye of the cat to tie both elements together. The author's name was set in a light green from the background.



## **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 continues a series about the way of the Productivity Ninja, characteristics which have the capacity to boost productivity, reduce stress and change the way you think about your work. 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 at:

<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](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.)

Three of the more important legal considerations that nonfiction writers should be familiar with are libel, and rights of privacy and publicity. This month we'll focus on Right of Privacy:

*The American Heritage Dictionary* defines the right of privacy as "the quality or condition of being secluded from the presence or view of others." More simply put, it is the right to be left alone. The three generally recognized invasions of privacy are intrusion, unreasonable publicity, and false light. So, you might ask, when is it OK to discuss intimate facts? Writers are usually permitted to discuss facts that are generally known to the public (even a small circle of people) or facts that are considered newsworthy. But here's a general list of materials that are considered off limits without permission: private letters and e-mail (both of which are also covered by copyright, with ownership held by the writer), information about sexual proclivities or sexual history, financial or medical information, and probably information about other private matters.

## 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>

Do you know what ignites your *passion* for your topic? Have you created a *vision* for both you as the author and for your book? Have you really probed into your *commitment factor* in time, energy and yes, money? And, do you know who your *crowd* is? All these come into play when it comes to building a solid Platform for you and your book.

The Internet has been a game changer for authors. With a few strokes, you may find a viral world that is chomping at the bit for your info. If you already have a following, you should be teasing them with “glimpses” of what’s to come. Savvy authors not only let their crowd know that a book is in the works—they start the buzz.

## 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))

When selling books through bookstores, your book sits among competitive books on a shelf, waiting for prospective buyers to come to them. Many would-be readers peruse the shelves, then continue walking in search of a better way in which to spend their money. When they finally make a decision, they purchase one copy and leave. Selling books to non-retail buyers is more proactive. You find the names of potential buyers, narrow the list down to a manageable number and then contact them to negotiate a large-quantity, non-returnable sale. Then sell to them again.

## You're On The Air

(Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City)

You can put yourself at the head of the pack by relating your book to a current event.

## 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))

In order for people to read your book, they must first hear about it, learn that it exists. If they never hear about it, all the amazing information you compiled, all the new ideas you explained, and all of the poetic descriptions you composed will never penetrate their minds. If readers don’t know about your book, your words won’t have a voice.

Books exist to be read; that’s their primary purpose. However, the competition for readers is fierce. And, unlike other forms of communication, such as radio and television, reading takes a special effort; you can’t get information from books by simply pressing a button. Since readers must make an effort, you must get them interested in your book. To do so, you have to get their attention and convince them that reading your title will be worth their time, money, and effort, and that it will give them something of value. That’s where publicity comes in.

## Guest Columnist – Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author’s Guide to Selling and Promoting Your Book Online*; [gail@dreamspinnercommunications.com](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com))

A live speaking engagement, special event or book signing lasts for a finite amount of time. But on the web, you can extend the life of your special events indefinitely. Your website becomes a way to amplify the impact of your promotional events and make them last longer, extending their value to you and to the customer.

## 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))

Some people do not plan because, "I already know what I will do so why write it down?" But a list of actions is only one function of a written marketing plan. As a philosopher once said, a mark made by the faintest pencil will last longer than the strongest memory.

## 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>)

### MailChimp

<http://mailchimp.com/>

This email marketing organization helps businesses, organizations and individuals design e-newsletters and share them on social networks. You can integrate the services with those you already use (especially social networking), and track your results. Sign-up is free, and so us use, depending on the size of your mailing database.



## The Very Idea

(Editorial by Brian Jud)

There are two places in which you can sell books – in bookstores or outside of bookstores. That is an obvious statement, but sometimes publishers overlook apparent opportunities because they are blinded by tradition when it comes to selling their books. The bookstore market is a known commodity, but there are less-familiar places in which you can sell your books sometimes right before your eyes.

Book-selling opportunities are all around you, but you may not recognize them because they do not have canyons of bookshelves. They are disguised to look like discount stores, catalogs, warehouse clubs, associations, gift shops, retail stores, corporations, foundations, schools, associations, government agencies, supermarkets, book clubs, military bases, and pharmacies. The sales you are looking for may be closer than you think.



## 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))

**Create an error log for your book.** No book is ever perfect; no matter how much time you spent proofing your galleys (or page proofs), mistakes are bound to show up a few moments after giving the "Go ahead!" to your printer or publisher.

Using your word processor, create an error-log file stored in the folder containing the files for your book's manuscript. Update the file every time you notice a grammatical or formatting error in your book. And, every time you receive an e-mail from a friend or reader calling your attention to an error, copy and paste their e-mail into your book's error log.

Your error log will save you a lot of time when it's time to reprint your book or create a second edition. By updating your book's error log every time you locate a problem, all of the changes you need to make will be consolidated in one place!

## Booklet Ideas – Paulette Ensign

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

Has your audience changed in who is attracted to your expertise? Have you changed the focus of what interests you? Did technology change your content or how you must deliver it?

If these impact your business today, you are not alone. You may be burned out, bored, overwhelmed, or otherwise disconnected from where you started sharing your expertise, whether your income has changed or not. What do you do next?

- Do you stay related to what you have been doing or get as far away as possible?
- Do you want to stop being a service-based business coach, yet want to use knowledge you've gathered during that career more passively? Is a downloadable course or subscription-based content delivery a good transition for you and your audience?
- Have you been an attorney who has had all the law you can stomach? You know law offices and can offer systems to keep the office organized and functioning well.
- Is your leadership expertise from a Baby Boomer perspective, yet you realize employers now hire and manage Millennials and Generation X with different motivators, work styles, and values?

**ACTION** – Get clear on how close you want to stay to the topic, people, and delivery methods you've been doing. Then take small steps to implement your new direction's course. Changing your self-identification can be unsettling for you both emotionally and logistically. Be kind to yourself in the process as you modify your journey one bit at a time.

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

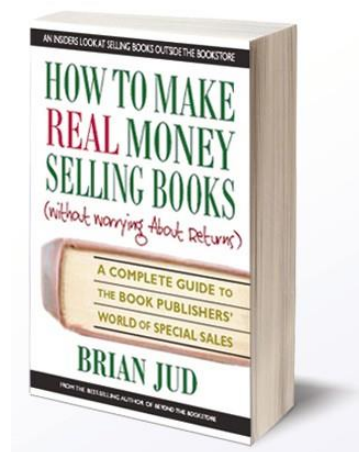
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Beat your competition

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Sell in untapped, lucrative markets

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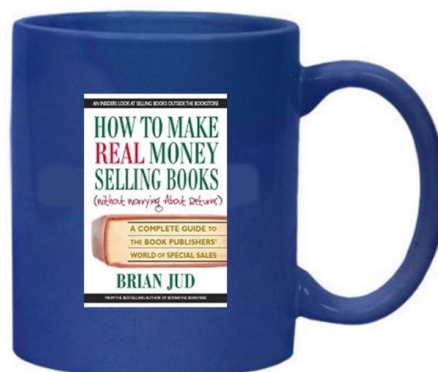
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales





- 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

Contact Guy Achtzehn at The Promotional Bookstore, [guy@msgpromo.com](mailto:guy@msgpromo.com) or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items

## 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 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 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>