

Here is your December 5 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 Marsha Friedman.

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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 24, Number 369 December 5, 2016

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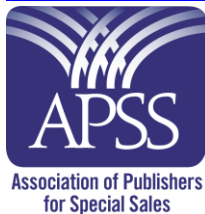
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Top inquiries from the salespeople
for the two weeks ending 12/2/16

<u>Title</u>	<u>Quantity</u>
<i>Pocket size Constitution books</i>	3,000
<i>Forget Selling</i>	800
<i>College Survival/Success Skills 101</i>	1,600
<i>Successfully Sell your business</i>	2,600
<i>Learning Football's Lingo</i>	1,900

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(The Association of Publishers for Special Sales)



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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



Notes From the Front Lines

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

There is nothing quite as deadly to publishing as the "artificial deadline." Remember this is the book business. We are not entrapped in the horrific daily deadlines of newspapers or the weekly or monthly deadlines of magazines. Books do have publication dates but frequently these dates are not seasonally driven, nor should they be. The beauty of the book-publishing process is that it is more than acceptable to publish a book when it

is ready. Yes, the big retailers want predictability, but still that does not tie you down to a certain month or time of year. Furthermore, the independent publisher has a significant advantage over their bigger brethren because, unlike the folks at the giant publishing firms, you are not tied down to an assembly line approach to getting the book out and marketed. The smaller publisher has the longer runway and if by chance the book is slow to take off, well you have plenty of time and space to still launch without crashing and burning. And yes, there are better and worse times to publish and yes, there are lead times, but if you need a longer gestation period, well, take it. And if you need a year to properly market your book, then take the year. Great journeys can begin with small steps.

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>)

Textbooks make up the major portion of book sales to schools and colleges. The best way to get your books adopted for classroom use is to get samples of your books into the hands of the instructors or school boards who make the adoption decisions. And the best way to reach these decision makers is through direct mail.

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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) 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, WNPAA ensures that all products, services, and programs enrich the visitor experience.

Leadership Tip

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

Conflict is Normal

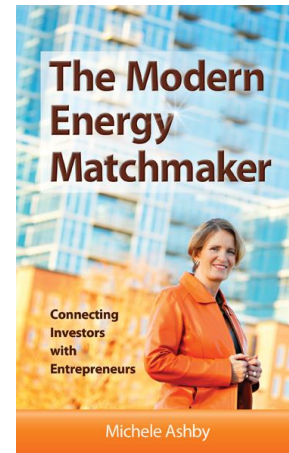
Leadership Tip from *The Dynamic Introvert*: As a leader you are expected to understand and deal with conflict on a regular basis. Conflict, if handled with sensitivity, can be a catalyst for positive change. Being an introvert may mean that you have certain traits or skills that will make you exceptionally good at resolving conflict. And as a dynamic introvert you are able to listen so that people feel they have been heard and recognize when people need space and time to come up with their own solutions.

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)

The Modern Energy Matchmaker

New energy for the future is the driving force behind this concept. Words such as alternative, clean, green and renewable needed to be represented as well as the choice for the author to appear on the cover as an expert in this industry. The vibrant colors, angle of the high tech building, and clean lines in the sans serif font add to the feel of a modern and forward thinking content represented in the manuscript. The starburst was added to the title for extra sparkle and to emphasize the clean energy concept



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. A Ninja is willing to shake things up a bit to initiate new momentum. We call this Ninja Unorthodoxy. Don't be afraid to stand out when the time is right.

Doing things differently is risky, even when we've got a good hunch that we've got a better way of doing things, so a Productivity Ninja approaches work with the mindset toward the end result. Questioning of rules or pushing back against "the way it's always been done" (especially in relation to inefficiency or bureaucracy), is a great skill.

What might you do to facilitate change within your sphere of influence?

Here are a few fertile opportunities found in most professional and personal practices these days:

Meetings: Is a 90-minute team meeting truly necessary? Could it be shorter? What could be done to make it better, fully engaging and more impactful?

What about the culture of email? A Goldman Sachs study of International Power Group employees trained to reduce email volumes by not forwarding messages, limiting the number of recipients and choosing other forms of communication such as the phone, in-person meetings, IM & chat culminated in substantial gains; within three months the teams email volume dropped by 54% and the benefits were sustained 2 years later.

Discover a bit more about Unorthodoxy - <https://www.youtube.com/watch?v=2BSgmJzFyw4>

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.)

The third of three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity:

Right of Publicity: The right of publicity is a person's state-law governed exclusive right to use, and to prevent

the unauthorized use of, his or her name, likeness or other aspect of his or her persona (collectively referred to as persona) for commercial gain. The definition of “persona” goes beyond a person’s image and can include words or sounds that are intended to remind the audience of the person, a look-alike, a nickname or phrase commonly associated with the person (like “the Donald” and “You’re Fired!” for Donald Trump), and even a person’s former name. Therefore, the potential for a right-of-publicity claim exists any time you use someone’s persona (or even an imitation of it) in your book, article, or other literary or artistic work. But there are two main exceptions: incidental or artistic use and newsworthiness.

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>

Treat Authorship and Publishing as a Business

Are you in this for “something to do” or are you serious about being a success? Be clear on what it takes to break even—just how many books do you have to sell to cover your initial expenses? Do you have a plan? Success in authoring rarely happens overnight. It takes time and patience along with the plan. It’s your choice, you choose.

Tip: Publishing has a cost to it: the investment includes your time, your energy, and yes, your money.

Marketing Strategy

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

Henry Ford invented the modern charcoal briquette from sawdust and scrap wood generated in his auto factory. He encouraged people to use their cars on picnic outings by offering barbecue grills and Ford Charcoal at his dealerships. What could you give people as an incentive to buy your books? A discount on your consulting? A bone-shaped “cookie” cutter for you book about home-made dog treats? Be creative.

You're On The Air

(Nick Peters, Vice President, MediaLink)

It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.

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)

Some authors mistakenly think that it’s unnecessary to promote books of fiction. They believe that once their novels, short stories, and poetry are published, literary acclaim, huge book sales, and big advances for subsequent books will automatically follow. Sorry to say, they’re wrong — very wrong. The market for fiction is densely crowded, and the competition for readers is fierce. Readers of fiction have many options, including other books of fiction, nonfiction, magazines, newspapers, and the Internet. Without publicity, first-rate fiction can get lost in the crowd, languish, and not sell; it happens every day. Lack of sales can hurt authors’ careers because when publishers make their acquisition decisions, they consider how the authors’ prior books sold.

Guest Columnist – Marsha Friedman

(Marsha Friedman is President EMSI and may be reached at mfriedman@event-management.com or <http://www.event-management.com>)

Where To Focus Your Pitches. Local radio shows on the 250-watt or 1,000-watt AM stations are a great place to start. There's also internet radio, which is becoming more popular and could be another good way to get started. With more radio shows going to national programming the weekend programs are also the best place to find radio shows that are looking for guests.

For TV go after your local morning news programs or weekend lifestyle segments. And there's also community-access cable, which can be relatively easy to get on and can provide wonderful experience and a way to build up your confidence on camera.

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)

Create a flight plan to make your business take off. Planning is analogous to what pilots do before departure. They create a flight plan outlining how they will fly from one point to the other. Once they take off, unanticipated events may occur that require adjustments to their initial plan. They listen to feedback from air-traffic controllers. Turbulence may force them to change altitude, or they may have to change course to avoid thunderstorms. Pilots adjust their plan as necessary to complete their journey most expeditiously. Your marketing plan should be similar to a flight plan. It is a description of your destination and a set of instructions of how to get there. At the same time it describes what to do when circumstances change.

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>)

Book Reads and Reviews

<http://bookreadsandreviews.com>

This popular site touts fair and honest book reviews that don't go for the author's jugular. Although there's always the risk that the reviewer won't like book, authors may get a high rating and benefit from it.



The Very Idea

(Editorial by Brian Jud)

It is better to promote to fewer people in a target niche than to a larger (but less interested) mass audience. People are more likely to listen to you – and act on your message – if you have something to say that is important to them.

Instead of producing more, produce better. We need more nuance: better content invariably means less content. We can't produce the best possible content at breakneck speed.

Better content has an upper threshold. You can only get so much better. Just like we reach a ceiling in quantity, there's also a ceiling to quality. When we reach this threshold, we need to find a new direction. And that new direction might be the direction of different, not better.

Better content depends on the audience. It doesn't just mean longer or more detailed articles with perfect grammar and spelling. Better content is content that addresses the needs of the audience in the most powerful and direct way.

How Content Fatigue Happens



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)

Take the time to explore all coaching alternatives. Many authors find that income from coaching not only supplements, but can far exceed, income from book sales. Coaching also provides authors with new insights into their reader's needs, contributing to the creation of follow-up books and information products.

However, other authors find personal coaching to be draining and frustrating. The difference between a successful and an unsuccessful coaching experience is often based on the type of coaching offered. There's more than one coaching model: Milana Leshinsky, author of www.coachingmillions.com, has identified 5 business models for coaches.

Use resources like new Coaching Program Planner MindManager template in Published & Profitable's member area to explore all alternatives and make the right choice.

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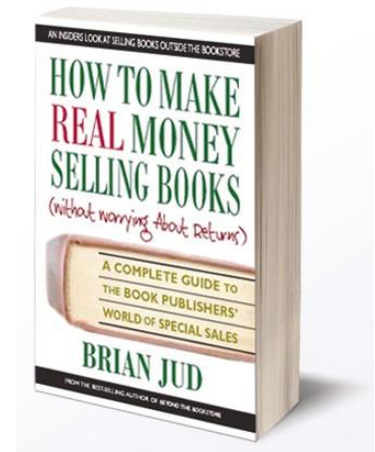
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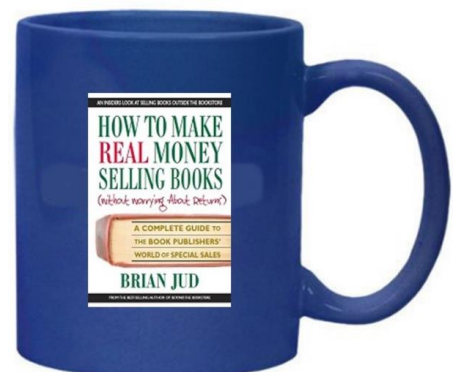
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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales



- Create customer loyalty
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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>