

Here is your December 19 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 Michael Larsen.

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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 25, Number 370 December 19, 2016

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

<u>Title</u>	<u>Quantity</u>
<i>The Physics of Success</i>	1300
<i>Fast Tracking Your Prosperity</i>	750
<i>Healing Power of Writing</i>	200
<i>52 Simple Ways to Health</i>	1900
<i>Pearl Harbor</i>	3500

News From APSS

(The Association of Publishers for Special Sales)



30 Days of Free Coaching for APSS Members

Michele DeFilippo of 1106 Design has a special Holiday offer for APSS members. Do you need a cover design or page layout for your book? If you request and accept a proposal from 1106 Design by December 31st, 2016 you will receive 30 days of free indie-publishing coaching & free Title Setup at Bowker (a combined \$400 value). Sign up at <http://1106design.com/self-publish-special-offer/> and use quote code EYO2017

Introducing the December APSS Member of the Month

Congratulations to Jef Gazley -- the December Member of the Month in the APSS Sweepstakes. Jef will receive a free pdf of Brian Jud's book, *Beyond the Bookstore* and a half-hour consultation with Brian to talk about how to sell his books to non-bookstore buyers. Our intention is to have him leave the call with a better understanding of how his books can be sold to special-sales buyers -- and create a list of potential buyers for them. We'll

announce the next winner on January 15th, and another on the 15th of each following month. You will have 12 chances to win each year -- and you are already registered! There is nothing you have to do but keep your APSS membership up to date.

Upcoming APSS Webinars

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)

Discovering the Best Market for your Title. When we think of marketing and selling our title, we often make the mistake of thinking in the singular rather than the plural tense. When people come to Midpoint Trade Books seeking distribution for their title, we often hear "I must have this book in Barnes & Noble and other book stores." But is this true? Think of the old Broadway shows: did they open on Broadway? Almost never. Instead, they would open in places like New Haven and slowly work their way to the "Great White Way." While on the road, they would continually refine the rough spots, responding to the reaction of audiences with each show. Why? Because this process enabled the producers to reduce the risk of failure. The bigger publishers have usually tested their books because the author has often achieved name-brand status. But smaller publishers do not have the resources to compete directly in this arena.

Therefore, they should entertain alternative marketing strategies including developing alternative channels of sales and distribution for their titles. Many books start in "New Haven" and many never get to "Broadway" but some do and the pay off can be tremendous. The point is to start modestly, find your market, build it and the rest will follow.

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)

Non-bookstore marketing is identical to selling through bookstores, yet vastly different. How can that be? There are two pieces in the special-sales pie: retail and non-retail. In retail sales (airport stores, supermarkets and discount stores) books are sold off the shelf, each person buys one book, there is a formal discount structure, you work through a distribution partner and unsold books are returned. Non-retail sales (to corporations, schools, associations) are the opposite. You find the people who can use your content to solve a business problem and you sell directly to them. One buyer can purchase thousands of your books. Terms are negotiated and books are not returnable. This is the more profitable alternative.

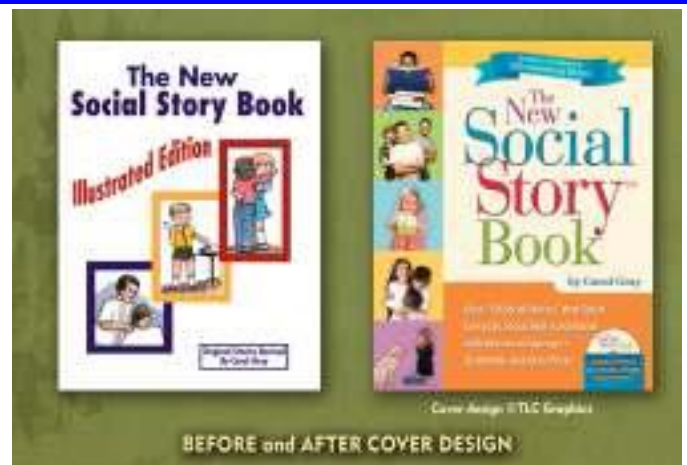
Leadership Tip (Leadership Tips from *The Dynamic Introvert* – Lesley Taylor; lesley@lesleytaylorcoaching.com)

Self-Promotion

Leadership Tip from *The Dynamic Introvert*: Self-promotion becomes possible when you have a deep understanding of who you really are: your personality, your skills, your values, your talents etc. This understanding will give you the strength to be honest with others regarding what you need and how you can contribute. As an introverted leader you need to take control of how you are perceived so that you can brand yourself before someone else does.

The Cover Story – Tamara Dever (Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com)

This book promotes social understanding in children with autism spectrum disorders (ASD) and these *Social Stories*™ have become a standard approach for teachers and parents all over the globe. We were asked to update the cover and interior of this book for its tenth anniversary edition and the design (inside and out) surely reflects the book's move into a new decade. The use of several photos (instead of clip art), a fun color scheme, anniversary banner, CD icon to show off a new feature, and celebration banner all balance nicely together despite the sheer number of elements on the cover. After its release, the sales of this book skyrocketed 97% over sales exactly one year prior. Who says design can't affect the bottom line?



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, characteristics which have the capacity to boost productivity, reduce stress and change the way you think about your work.

10) Ninja Agility: A great productivity system and mindset will leave you agile; able to react to whatever comes your way.

This will require top notch behavioral approaches such as correctly utilizing pro-active attention levels toward appropriate work and avoiding behaviors that lead us in the opposite direction. An example? The compulsion to flit in and out of the email inbox to "check" email - - why invest your precious and limited pro-active attention there?

Agility includes tactical approaches such as leaving space in your schedule to respond to the unexpected and time-blocking your calendar to execute work, to process email at specific intervals or create blocks of time for creative/strategic thinking.

Systems and technology play a pivotal role in the ability to be agile and responsive which is why a Ninja needs a second brain; a metaphor for a trusted system that promotes at a glance decision making and task execution and includes the following basic elements:

Memory: A list of the tasks you're working on, a 'bigger picture' list of the wider projects these tasks relate to and other lists and reference information; things that could be useful in the future.

Intelligence: A series of questions to help support good decision-making and force the clarity that reduces your stress; Checklists and a routine to support regular review - both daily and weekly - of everything held in the second brain.

Intuition: Checklist questions designed to enhance mindfulness, self-reflection and the regular discipline of being conscious of your competence - or incompetence and "Thinking tools" designed to aid ruthlessness and keep you focused on the potential impact of what you're doing, rather than defaulting to the need to be "busy".

Here is a tried and true tip to move things off your plate: The 2-minute rule. This rule holds that if you can do something within a time frame of roughly 2 minutes, do it. A quick response to an email is a perfect example; it will take you longer than 2 minutes to read and rethink the action a second time, so execute the action and create productive momentum in the process.

Discover a bit more about Agility - <https://www.youtube.com/watch?v=PMr4x7rPYQw>

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.)

Who owns the copyright if I collaborate with someone else on my book? When two or more writers or other creative people collaborate to create a copyrighted work and intend that their individual contributions be combined into a single interdependent work, by default, all of the contributors share equally in ownership of the copyright. This is true even if the participants contribute different parts to the whole or exert unequal effort (as when a celebrity lends her name to a project but the writer actually creates the manuscript).

- Of course, the collaborators can (and should) enter into a written agreement that details specifically who owns what; how much money (if any) each contributor will receive; who is responsible for what; what

happens if a collaborator dies becomes disabled, or does not stay with the project to its completion; how the credits will appear; and in what name or names the copyright will be registered. Remember

- The name, address, and electronic signature of the complaining party [512(c)(3)(A)(i)]
- The infringing materials and their Internet location [512(c)(3)(A)(ii-iii)], or if the service provider is an "information location tool" such as a search engine, the reference or link to the infringing materials [512(d)(3)].
- Sufficient information to identify the copyrighted works [512(c)(3)(A)(iv)].
- A statement by the owner that it has a good faith belief that there is no legal basis for the use of the materials complained of [512(c)(3)(A)(v)].
- A statement of the accuracy of the notice and, under penalty of perjury, that the complaining party is authorized to act on the behalf of the owner [512(c)(3)(A)(vi)].

Once notice is given to the service provider, or in circumstances where the service provider discovers the infringing material itself, it is required to expeditiously remove, or disable access to, the material. The safe harbor provisions do not require the service provider to notify the individual responsible for the allegedly infringing material before it has been removed, but they do require notification after the material is removed.

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>

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Editor's Note: APSS members get a special deal with Ingram Spark: It's free to set up an account. All you need to get started is an email address, print ready PDFs for print titles, EPUB and JPEG for the e-books, an ISBN, and a credit card – and your APSS membership code.

Marketing Strategy

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

What are the Ten Secrets of "Lucky" Marketers? They...

- 1 Know that people buy the benefits (to them) of the book's content get buyers
- 2 Seek profitable sales to build their business
- 3 Plan, implement the plan, evaluate the results, make necessary changes, implement changes, evaluate ...
- 4 Define their target prospects and don't try to promote to "everybody"
- 5 Create a quality product based on market need
- 6 Perform "perpetual promotion" to niche prospects
- 7 Promote with passion
- 8 Sell to buyers in non-bookstore markets: retail and non-retail
- 9 Price their book on its value, not competitive prices

10 Have a long-term perspective

11 Always give more than expected

You're On The Air
(Suzi Reynolds, Media trainer)

Two concepts determine your relative success in answering questions: preparation and flexibility. You may or may not know the questions you will be asked. But if you know your topic and know what you want to get across to the audience, you will be able to perform more than adequately in any situation.

What makes a good guest for the show does not always make a good show for the guest. If all you do is answer the interviewer's questions informatively (whether or not they lead to meeting your goals), the host will think you are a great interviewee and perhaps ask you to return. But there is no future in being a professional guest if you do not sell your books in the process.

It's like Jeopardy. Think, "Here's the answer. Now, what was the question?"

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)

You can't just pick up the phone or make a wish and, presto, you're on Oprah. You have to build incrementally, step-by-step. Start small and locally; approach civic, community, and religious organizations. Develop a series of talks for the Y, your church, or the Rotary Club and then move up. Talk to everyone you know, network, beat the bushes. Find places to start, get bookings and work your way up. Make your initial mistakes locally and build a devoted following close to home. Take speaking, voice or acting lessons, or hire a media coach. Join Toastmasters and the National Speakers Association. Tape your performances; critique them; and practice, practice, practice.

Guest Columnist – Michael Larsen

(Michael Larsen-Elizabeth Pomada Literary Agents / Helping Writers Launch Careers Since 1972
larsenpoma@aol.com / www.larsenpomada.com / 415-673-0939 and The San Francisco Writers Conference /
February 14-17, 2013 / www.sfwriters.org / sfwriterscon@aol.com)

Creating a Literary Ecosystem: The 10 Essential Elements of a Successful Writing Career

You can create a literary ecosystem: a balanced, organic, evolving, sustainable, inter-dependent, international, environmentally sensitive community. Your system will be unified by two holy trinities and by passion, interest, service, connection, and commerce. The ten circular, integrated elements of your literary ecosystem will be

- **Passion**—your love for creating and communicating your work
- **Purpose**—literary, publishing, and community goals that inspire you to achieve them
- **Professionalism**
 - knowledge about writing, publishing, and your field
 - the holy trinity of craft: reading, writing, and sharing
 - the holy trinity of commerce: communities, a platform, and test-marketing
 - using the technology you need to succeed
- **Perspective**—understanding that developing your craft and career is a long-term process
- **Products and services**—being a contentpreneur by producing a steady stream of work in your field in different forms and lengths that you re-purpose in other media
- **People**—win-win relationships with engaged, committed, growing communities of people you serve who want to help you, because they know, like, and trust you
- **Platform**--your continuing visibility, online and off, on your subject or the kind of book you write with your communities and potential buyers
- **Pre-promotion**--test-marketing your work in as many ways as you can
- **Promotion**— serving your communities by using your passion and platform to share the value of your work
- **Profit**—what you need to achieve your personal and professional goals and maintain the system

The importance of each element will vary, depending on what you write. Promotion and testmarketing will be more important for a book than a blog post.

Your ecosystem has to keep learning from and contributing to your communities, the hyper-connected human family, and the planet. Your system will continue to build synergy as long as you sustain it by enriching its soil with content and communication. Make cultivating your ecosystem a lifelong quest. You will accomplish more than you can imagine.

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)

When creating your plan for 2017, don't force people to brainstorm in groups. Research proves people get more and better ideas working alone and in separate rooms. When people generate ideas together, many of the best ideas are never shared. Some members dominate the conversation, others hold back to avoid looking foolish and the whole group tends to conform to the majority's taste. Employ "brainwriting," asking individuals to think up ideas on their own before the group evaluates them. (*Harvard Business Review*, March 2016)

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>)

Funds for Writers <http://fundsforwriters.com>

Chosen for the 101 Best Writing Websites by *Writer's Digest* for 15 years running, Funds for Writers from Hope Clark offers the inside scoop on grants, funding, crowdfunding and paying contests in its free and fee-based newsletters. Clark vets every opportunity.



The Very Idea

(Editorial by Brian Jud)

You may have worked very hard this year without making the progress you had planned. What unforeseen circumstances made your progress more difficult? Don't let negative baggage from 2016 hold you back in 2017. **DARE** to do better next year:

Discover new markets in which to compete. Try different actions. Find new revenue streams and build a steady flow of profits.

Adapt your marketing plans to better fit your books, personality, goals and resources.

Respect yourself. Rid yourself of negative thoughts that could be dragging you down.

Empower yourself. Don't let the naysayers hold you back. Set your sights on a firm objective and don't let go. Keep marketing your books with a dogged determination and you will see your sales grow.



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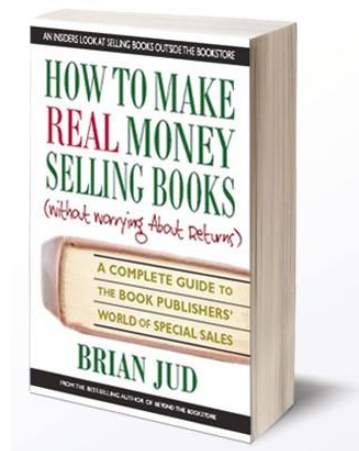
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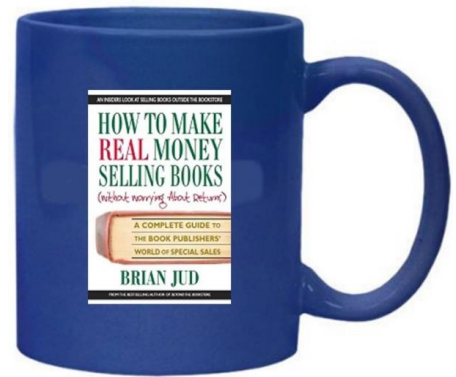
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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings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