

Here is your February 1 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 Stephanie Barko.

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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 3, Number 347 February 1, 2016

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

We sell your books. We pay shipping.
All non-returnable.

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Or www.premiumbookcompany.com

Top inquiries from the salespeople
for the week ending 1/29/16

<u>Title</u>	<u>Quantity</u>
Eating Well Through Cancer	10,000
Set Sail for Success	2,000
Various motivational books	10,000
Ultimate Cigar Book	5,000
Best of Best Cookbook	2,000

News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers
for Special Sales

Ask your questions about APSS, book marketing and special-sales – 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. This session is called "Marketing Matters" and he will be on the call with you. Enter the meeting by phone and/or video. The access URL is <https://zoom.us/j/3671572517> and this is for APSS members only.

This call is not for individual consulting on a particular book, but for information about APSS and questions about book marketing and special sales in general. Let's give it a try to see if/how it works, Brian

Upcoming APSS Events

Feb 2: “How to Sell More Books at Trade Shows and Local Fairs,” by Brian Jud, sponsored by APSS-CT, 6:00 pm Eastern; <http://tinyurl.com/zmksmwn>

Feb 9: “How to Sell More Books, Non-Returnable to Non-Bookstore Buyers,” by Brian Jud, sponsored by APSS-New Jersey, Noon ET; <http://tinyurl.com/jgrvgvp>

Feb 18: “Electronic Editing – Automatically Remove Unwanted Words,” by Patricia Charpentier, 6:00 pm ET, Register at <http://tinyurl.com/jlogw23>

Notes From the Front Lines

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

Do Distributors Charge Too Much For Their Services? Given the explosive growth of independent publishing within the trade publishing community over the past ten years, the role of “distributors” has become ever more crucial. Still, the fairest answer to the question “Do these services cost too much?” is, “it depends.” I personally believe that the charges for distribution services should be transparent and predictable.

By transparent, I mean that “hidden” charges should be minimized. Publishers should carefully scrutinize the contract, looking for extra charges for a variety of activities that might escalate their real costs. There are other issues such as return reserves, storage of books, returns processing fees, catalog charges and other miscellaneous items that need to be looked at and properly negotiated before you might sign a contract. It is better to get these issues cleared up and laid aside early rather than experience regret later on.

By predictable, I mean that the contract should have a single percentage somewhere between 20-30% of net sales, depending on the annual sales volume of the publisher. If you are paying much above 30%, then you should look into the reasons why. If you are a publisher with substantial annual sales of \$2,000,000 or more, then you will probably find that you have a certain level of negotiating power with your distributor.

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>)

The Chicago International Remainder and Overstock Book Exposition is a good show to sell remainders at since it’s all business. The show is held in October or November in Chicago. For more information, contact CIROBE, 1501 East 57th Street, Chicago, IL, 60637; 773-404-8357; Fax: 773-955-2967. Email info@cirobe.com. Web: <http://www.cirobe.com>

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)

Tie your book into a product, locally, that is a good fit. Consider your subject matter -- who would enjoy or benefit from reading it and make the phone call. Be ready to send samples. It's the best way to "get a yes!"

If your book is about finance, call a local credit union to use it as an account opener.

About cooking? Perhaps a local church or organization will use it as a fundraiser?

Book about travel? Travel Agencies

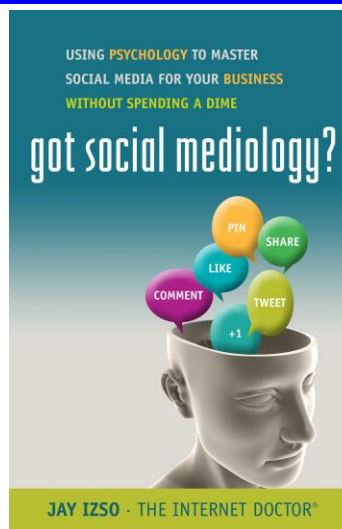
Local area? Hotels and motels

The Cover Story – Kathi Dunn

(DUNN+ASSOCIATES designs stellar book covers and marketing materials for bestselling authors, traditional and indie publishers, and fast-track experts so they can build credibility, open new doors of opportunity, and create positive change in the world. Since 1985. <http://www.dunn-design.com>, info@dunn-design.com, Postal Mail: P O Box 870, Hayward WI 54843-0870 USA)

Author Jay Izso, known as the Internet Doctor, is committed to helping people learn the psychology of social media to positively impact their businesses — and doing it without spending a lot of money. I leaned toward a more academic design approach but Jay kept pushing me to a more "fun" cover. To see more of the strategic thinking and concept development, get the whole story at: <http://www.dunn-design.com/got-social-mediology/>

To expand the branding, I suggested that Jay get customized balloons made, in the same colors and verbiage as the talking bubbles on the cover, for his trade show booth and for BOR. He's all over that idea. I love out-of-the-box thinkers!



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)



The Power of Focus! Distractions. More distractions. A steady flow of distractions. These things are part of life, and happen all the time. They are everywhere, and they never really go away. Phone calls, text messages, social media, voicemails, and changing deadlines at work, we are living in an era of constant distraction.

You do, however, have a choice. A choice that can make ALL the difference in your life. You can choose where to place your attention. You can choose to be in charge of your agenda. It's no one else's fault if you are distracted, only yours.

I choose to live in a state of what I like to call being intentionally focused. I am happiest when I am productive. I enjoy getting things done. Not meaningless things, but meaningful things - goals and important projects. Over the past couple of years, I've improved a lot at this, and so can you.

I am far from perfect, but when I focus and work on one meaningful task at a time, I am able to work in the zone. In the zone, I thrive. In the zone, I am the happiest. In the zone, I get the most done with the least amount of effort, because I am working at my most productive level. Being focused requires a high degree of personal discipline. Personal discipline leads to personal freedom.

Here are my top 4 suggestions for training yourself to improve your focus:

1. Put your cell phone on silence and put it out of sight. You can do this. Set a specific time to check for messages, and respond right away only if it is actually an emergency.
2. Schedule time to work on specific tasks, finish them, and then move on. Compartmentalizing my day gives me freedom to focus on the "important" versus "urgent" things. I don't work on multiple projects at once and I generally don't move on until I am finished.
3. Allow time for work and for play, but don't do them at the same time. I am blessed because my work is my passion. I love it! However, when I am working, I am working. When I am out for leisure and fun, I am focused on my wife, or others that I am with. This is not easy, but it works.
4. Make your health a priority. Getting plenty of exercise, eating a healthy diet, drinking enough water, and getting enough sleep - there are the prerequisites to being focused when you are at work. Don't shortcut your health in order to get more work done - it will backfire on you eventually.

Being focused is critical to success in all areas of life. Live focused and work focused and you will achieve amazing results. Cheers! Brett Blair

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 much can I quote without permission? There is no set number of words you can use under the fair use doctrine. This doctrine permits use of copyrighted materials for certain purposes listed in the Copyright

Act, such as criticism, comment, news reporting, teaching, scholarship, or research. While technically infringing on the copyright owner's rights, these uses are considered permissible; and such fair use can be used as a defense against a claim of copyright infringement. Note that it is not sufficient simply to

acknowledge the source of the copyrighted material.

The Copyright Act provides four factors to determine, on a case-by-case basis, whether fair use or infringement exists.

1. Character or purpose of use
2. Nature of the copyrighted work
3. Amount and substantiality of the copied work
4. Effect on the potential market

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>

Author Success Support. The savvy author or author-to-be always asks 4 questions as the writing begins:

1. What is success for me? Is it money, being asked to speak, being featured in the media, having book in hand ... what?
2. Who is my ideal reader?
3. What is their pain?
4. How will my book soothe/solve it?

As the writing progresses ... re-ask them. Don't be surprised to see changes.

Marketing Strategy

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

Speak more persuasively with a low-pitched voice. This inspires confidence from those around you, according to a study from McMaster University in Canada. You don't have to fake it – relax before speaking by keeping your lips together and repeating *mmm-hmm* a few times, suggest *Forbes* body language expert Carol Kinsey Goman. Stress can constrict your vocal cords, making your voice come out higher than usual.

You're On The Air

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

Sit down until told to get up and never take the microphone with you. You're not allowed to take souvenirs

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)

Traditional publishing entails a number of steps that aspiring writers must understand and be prepared to complete. They must realize that publishing is a business, so the books they pitch must have commercial potential, or traditional publishers will probably pass on them. To increase the odds that their books will be successful, publishers now want writers who have national platforms and followings.

Guest Columnist – Stephanie Barko

(Stephanie Barko is a Literary Publicist and may be found at <http://stephaniebarko.com/> or steffercat@austin.rr.com)

Tips for Nonfiction Authors & Publishers. First quarter is the perfect time to refresh your keywords. Are you on page one of Google for your best keyword? When was the last time you tested your keywords on Google Adwords? LinkedIn now allows 50 skills per profile. How many skills are in your profile right now? Encourage your connections to add tags for you, and get found by refreshing your keywords this month.

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)

If you chose a strategy that would expand your product mix, plan the actions you will take to do so. For instance, which current titles are candidates for books-on-tape? Do you need to acquire new titles? If you want to sell books online, how must your web site be changed? Or on what other web sites could you sell your titles? Which current titles could be extended with DVDs or CD programs?

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>)

Sagepub.com

<http://www.sagepub.com>

Sage Publications is an independent international publisher of books, e-media and journals, especially in scholarly, educational and professional markets.



The Very Idea

(Editorial by Brian Jud)

According to <http://Goodereader.com>, starting on Feb 3, 2016 Amazon will alert customers about spelling and formatting errors in Kindle files. Editing your book is not simply a matter of correcting typos. A good editor will also check to make sure that you are communicating exactly what you intended, Here are some examples of text that could have used some editing.

Sign in a Laundromat: please remove all your clothes when the light goes out

Sign in a London department store: bargain basement upstairs

Sign in an office: Would the person who took the step ladder yesterday please bring it back or further steps will be taken.

Sign in an office: After tea break staff should empty the teapot and stand upside down on the draining board.

Seen during a conference: For anyone who has children and doesn't know it, there is a daycare on the 1st floor.

Headline: Police Begin Campaign to Run Down Jaywalkers



Headline: Juvenile Court to Try Shooting Defendant

Headline: War Dims Hope for Peace

Headline: If Strike Isn't Settled Quickly, It May Last Awhile

Headline: Red Tape Holds Up New Bridges

Headline: Man Struck By Lightning: Faces Battery Charge

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)

Become a Guest Blogger! Expand your social media visibility by submitting occasional posts to blogs created by other experts serving your market.

Your guest postings will introduce you to the attention of new prospects interested in your topic, many of whom may have never been to your site. At the same time, your host benefits by the new ideas and perspectives you bring to their blog, plus they'll like the day off from blogging. It's a win-win situation for both guest and host.

Start by identifying, studying, and- -then- - contacting other blogs in your area and describing the types of topics you would like to blog about. Ask about their preferences, i.e., suggested length and find out whether or not the posts have to be originally written or can be based on posts that have previously appeared elsewhere.

Booklet Ideas – Paulette Ensign

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

A popular current belief is that everyone is only online, that tangible information products have outlived their usefulness, and that people don't pay for information anymore. Whether you travel in those circles or not, it's simply untrue. The Internet and downloadable products have expanded the possibilities not shrunk them for promoting and selling your wisdom to the world.

Dave Dunn recently completed 2 booklets from his book Get Life Right. One of Dave's main goals is to give these away, described at the Place It Forward link at Get Life Right. He uses online opportunities to let people know ways they can participate, distributing tangible copies far and wide. This is one of many examples where online is an "and" rather than an "or."

ACTION -Ask yourself who your market is and how they'll use your information. Is the Internet an "or" or an "and" with a tangible version of your content. Snail mailboxes are a greater opportunity for exposure than ever before. Endless possibilities now exist both offline and online to make more money from your bite size brilliance.

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

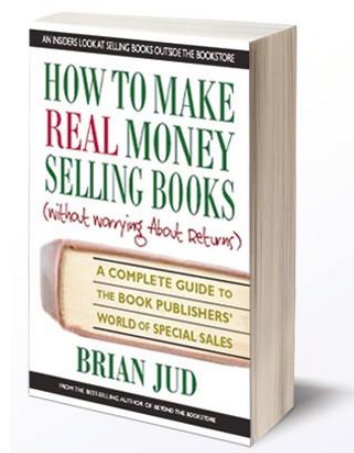
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The ultimate do-it-yourself guide to selling your books in large quantities with no returns. Not just who to contact, but when and how.

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Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

Sell more books

Beat your competition

Become more profitable

Sell in untapped, lucrative markets

Minimize -- if not eliminate -- returns

[Click here for more information.](#)

Do You Want to Increase Your Sales, Revenue and Profits?

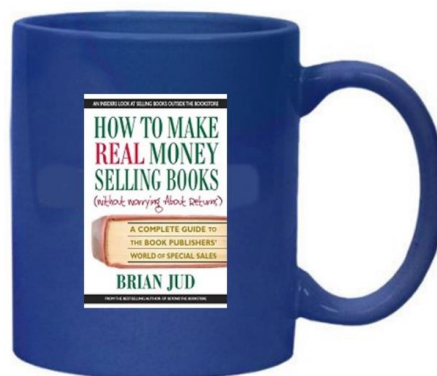
A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales
Learn more!



Increase Your Profits with Sales Promotional Items

Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at www.bookapss.org/PromoItems.pdf Find out how you can use promotional items to:

- 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

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Contact Information for Brian Jud

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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 also 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>