

Here is your February 15 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 4, Number 348 February 15, 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 2/12/16

<u>Title</u>	<u>Quantity</u>
<i>Real Estate Dictionary</i>	7,500

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

March 10: The 5-Step System to Increase Your Platform and Multiply Your Book Sales, by Cloris Kylie; 6:00 pm ET, Register at <http://tinyurl.com/zu8hbs5>

March 24: How to Start a Publishing Business for the Self-Published Author, by Carol Topp; 6:00 pm ET, Register at <http://tinyurl.com/ha6kk66>

Notes From the Front Lines

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

What is the difference between a wholesaler and a distributor? Confusion reigns when we get down to defining the different activities of book wholesalers and book distributors. I tried to clarify the situation several years ago by redefining the term "distributor" to "publishing services company" but to no avail. It is important to accurately distinguish the two types of activity because they are very different in both emphasis and kind.

The book wholesaler should be seen as a service provider to bookstores. They do not create demand; rather they efficiently respond to demand whatever the cause and whatever the title. They envision their task as serving the interests of bookstores and similar outlets with their main object of getting product A to store B in the shortest possible time and at the lowest possible cost. Look at them as a kind of UPS or FedEx of the book business. On the other hand, book distributors represent the interests and activities of book publishers. Instead of hiring your own sales and marketing personnel and running your own shipping, storage and returns processing warehouse, you would outsource all of these activities to a book distributor who focuses on these activities on your behalf. Unless, you are doing over \$5,000,000 in book sales, you should seriously consider the book distributor option. It may actually cost less and at the same time provide marketplace clout because the distributor represents many publishers to the marketplace.

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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

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)

Reviews can impact the buyers’ decisions in special markets, either positively or negatively. Although they read publishing industry reviews, such as those in Publishers Weekly, they are more likely to give credence to reviews and articles in specialty retail magazines such as Gourmet News or Home Center News. An article about “slow cooking” in Gourmet News might catch a buyer’s eye. One buyer says, “then I know it’s an important category and I will look for books on that subject.”

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>, kathi@dunn-design.com , Postal Mail: P O Box 870, Hayward WI 54843-0870 USA)

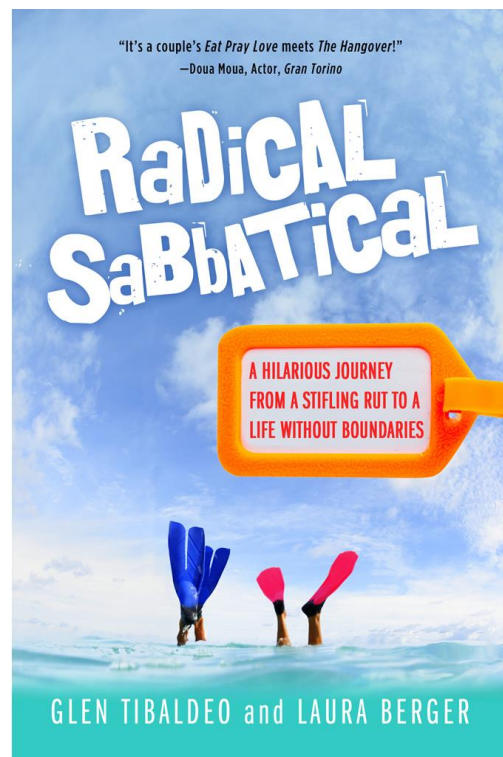
Your Book Cover Design Says a Thousand Words

The choice of imagery, whether illustration or photography, is paramount when creating a compelling design for your book cover.

In this real-life comedic memoir, its authors expose the blessings and ironic struggles of ditching their cut-throat corporate jobs for life in a tranquil jungle paradise. Working as a team with the authors, cover designer Kathi Dunn explored options for the perfect visual impact. After researching hundreds of images, she recommended this cover's rights-managed stock photo which says it all. Not only does it put the prospective buyer in the emotional state of relaxation and adventure in tropical serenity, but its expansive sky also provides the perfect backdrop for an eye-grabbing title. And why not use a fun luggage tag to house the subtitle vs just slapping text on the page?

Surveys indicate that we are over 70% visual so it is the front cover's job to grab attention visually *first* — whether on a bookstore shelf, on the Internet, or in a printed catalog — *then* the title and other text can do its magic. Without a striking design, your book will likely go unnoticed.

A sizzling cover opens doors, and rumor has it that this book is opening doors to a potential TV sitcom. To see more of the story, go to: <http://www.dunn-design.com/radial-sabbatical/>



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)

Factors of Success: OIMF - getting the "Odds In My Favor." My mantra is, "One person who is attracted to you because of who you have become can change your life forever." Networking is a powerful force for life change. There are several good books on this subject but my all-time favorite is Harvey Mackay's *Dig Your Well Before You're Thirsty*. Whatever you decide to do, make sure you have a system - not a once-in-awhile model.

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 concept of fair use should not be confused with the concept of public domain. When a work is in the public domain it has no copyright protection. Therefore, the public—rather than a particular individual or entity—owns the work. A work might be in the public domain for one of four reasons:

1. The term of copyright protection has expired
2. The owner failed to fulfill a requirement and lost copyright protection
3. The work was created by the U.S. Government
4. The owner dedicated the work to the public domain

As a rule of thumb, registered works created before 1923 are now in the public domain.

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>

Is Metadata in Your Midst? Revisit all your descriptors for your books pronto—information that ties into your metadata and shouts out to the search engine gods should be tweaked and morphed. Ask yourself: Am I using the phrases that my potential reader would use in searching on Google?

Think here ... when you are searching yourself, do you just drop in a single word ... or do you use phrases with adjectives and nouns to narrow down what you are looking for? Richer and fuller types of descriptors are what feed into metadata—make sure you are using them to maximize you and your book's discoverability.

Marketing Strategy

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

Instead of asking "Should my book be the same size as competitors? Larger? Smaller?" ask, "Do buyers and consumers want this information and how do they want it delivered?" The answers tell you what and how to publish.

You're On The Air

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

Speak English and not jargon; one of the problems many people have is they're so into the details of the subject at hand they expect everybody to know the shorthand. If you're in the business you know what they are, but most of us don't.

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)

Most writers self-edit as they write. They decide which words to use and the order in which they will use them. Writers continue to edit as they build sentences, paragraphs, sections, and chapters. “Experienced writers have usually learned the craft. So they have a stronger self-editing element in their writing,” Katherine Ramsland observes. “They have learned to map out their words and sentences as they write, where it’s a struggle for beginners or people who don’t write regularly. Writers who write regularly—every day—have a stronger sense of structure, rhythm and grammar; so much of the editing process is built in by their experience. Experienced writers have the basics deeply ingrained, it’s in them, it’s a body memory, so they don’t have to be so conscious of it, because they do it automatically.”

When Dr. Brenda Shoshanna writes, she includes items that she hadn’t originally planned to include. She moves straight through, from chapter to chapter, without heavily editing or revising and concentrates on getting ideas and information out. She doesn’t go back and edit until she’s completed an entire first draft, because she believes that writing and editing call upon different parts of her brain.

Guest Columnist – Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author’s Guide to Selling and Promoting Your Book Online (coming Fall, 2011)*; gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

You can actually make money on every sale generated by the link on your website even if the sales occur through Amazon or another online retailer by signing up for an “affiliate program.” An affiliate program essentially pays you a commission (on top of your usual royalties) when you send buyers to the partner site. You can sign up directly with big retailers to be their affiliate, or you can use a one-stop site like CommissionJunction.com to centralize your affiliate relationships in one place. Just remember that you’ll need to report any affiliate commissions as income when tax season rolls around!

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>)

Call Me Ishmael
<http://callmeishmael.com>

Do you have a beloved book and a story to go with it? If so, you might enjoy this delightful way to share both. Use the phone number on the website, and leave a voicemail about your book and its story. The stories are transcribed and shared weekly.



The Very Idea

(Editorial by Brian Jud)

Repetition of your message is important to reach the decision-making tipping point. It may take up to ten “hits” on prospects to get them to buy. Deliver your message in different ways to increase understanding. For example, these all say the same thing: 50% off; half price; buy one, get one free.

There are four general promotional tools you can use at different times – online or offline -- to repeat your message among various targets. These are 1) publicity (press releases, media appearance, reviews), perhaps the most economical element of the promotional mix, 2) advertising (including direct marketing) can reach many consumers simultaneously with the same message with a relatively low cost per exposure, 3) sales promotion uses items such as premiums, giveaways, brochures and coupons for generating awareness, and 4) personal selling (trades shows, sales calls on corporate buyers) can be the most persuasive selling tool because it allows two-way communication. Don't Forget!



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)

Save time by customizing the toolbar of your web browser. One of the easiest ways you can increase your productivity is to improve access to the websites you frequently update by customizing your Internet browser. Most recent browsers allow you to add or customize their toolbars. This allows you point and click access to the sites where you frequently add new content or edit existing content. For example, here are the links I have added to my web browser:

Blog log-in. I can go directly to my WordPress log-in page, which makes it easier to get started adding new posts and approving comments.

Google Calendar. This is a great timesaver, as I access it several times a day from both home and office.

EzineArticles. I have committed to writing 100 articles in 100 days. I typically start articles and save them as drafts early in the day, then return later to complete them. I also frequently return to check my readership statistics.

Website log-in pages. Several times a day I update content at Published & Profitable and at www.designtosellonline.com.

In most cases, you begin in the View menu where you locate the commands necessary to add and edit the Links Toolbar. Each browser, however, has its own nomenclature, however, so you may want to access the Help menu, too. When adding new URLs to your Links Toolbar, edit them to the bone. You only need a "shorthand" word or two to describe the URL link, not the full page title.

Booklet Ideas – Paulette Ensign

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

Your bite size brilliance helps people based on ways you serve it and how often it's delivered. Your personal preferences may or may not line up with those of the people in your circle, your community, your audience.

As a coach, author, and workshop leader, Meggin McIntosh knows how crucial repetition is, and that learning styles vary from student to student no matter what age or environment. As a former university professor and classroom teacher she developed information products and services in multiple delivery formats from tip sheets, booklets, and written series to webinars, workshops, and coaching. She's got delivery styles that appeal to various learning styles, life styles, and personalities. She's successfully provided great examples of that.

ACTION - Revisit the information you teach to determine ways to re-purpose your content to serve more people. Any concern you have about repeating the same information in different formats evaporates once you ask yourself when the last time was you learned something the very first time. You are providing greater support by introducing the same information in different ways

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

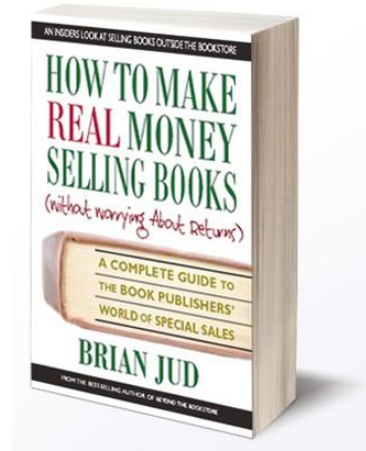
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- Sell in untapped, lucrative markets
- Minimize -- if not eliminate -- returns

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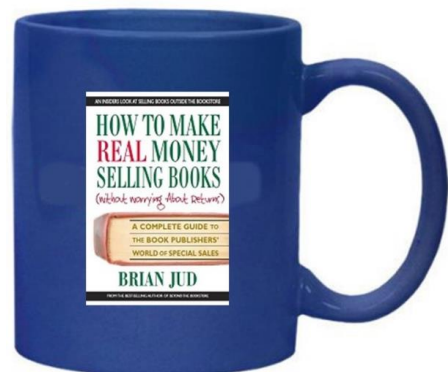
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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales



- Create customer loyalty
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- Have a fun giveaway for book signings and other events

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Contact Information for Brian Jud

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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>