

Here is your February 29 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 Patricia Fry.

This newsletter is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you prefer to have this sent to you as a pdf, please reply with "pdf" in the subject line or body copy. If you no longer wish to receive this -- or if you received it in error -- please reply with "Remove" in the subject line.

All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

[Click here](#) to view this newsletter as a pdf document

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 5, Number 349 February 29, 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.

BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com

Top inquiries from the salespeople
for the week ending 2/26/16

<u>Title</u>	<u>Quantity</u>
<i>Stop Bullying</i>	750
<i>Feeding a Healthy Family</i>	1500
<i>Hide-and-Seek: No Ticks Please</i>	800
<i>Guide to Casino Gaming</i>	2500
<i>Memories of Pearl Harbor</i>	4000

News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers
for Special Sales

APSS is launching a program to create Mastermind Groups around the United States and Canada. Fifteen people have agreed to form three groups to test the concept and make improvements before our launch of the program later this year. Ben Jorgenson (President of APSS-Southeast Texas) and APSS Executive Director Brian Jud are conducting the test meetings.

Upcoming APSS Events

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>

April 12: “Your Book is Your Business: Steps to Prepare for Social Media” by Barbra Drizin 6:00 pm ET, Register at <http://tinyurl.com/h6433kw>

April 19: “How to Leverage Your Book to Expand Your Client Base and Build a Profitable Business,” By Cloris Kylie; 6:00 pm ET; Register at <http://tinyurl.com/gnss3f4>

Notes From the Front Lines

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

Is it important to meet a certain deadline for publishing your book? The answer is, yes, sometimes it is important to get a book into the marketplace to coincide with a particular event. For example, a Christmas book must be in bookstores sometime in October at the latest. Or a gift book for graduation should be out there by April. There are many examples where timing is critical for a proper launch of your title. But in reality, most titles do not tie into a specific date or season and therefore another consideration must come into play: It is far more important that you get the book right than getting it out. Trust me, the world is not breathlessly waiting for the next title to be launched. (unless, of course, you are the author of the next *Harry Potter*). So I would council a "deliberate" approach to bringing your title to market. Get everything lined up that you can line up, and then keep pushing. Remember, you are only half way home when you get to publication date.

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>)

Offer free excerpts of parts of your book to any magazine or newsletter that expresses an interest (or to those that reach your target audience). Stipulate that they may reprint the excerpt free as long as they provide a statement at the end of the article describing how the book may be ordered. That statement should include the title and author of the book, the name and address of your company, and the price of the book, plus any other appropriate ordering instructions.

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)

There are three areas of B2B sales that need to be understood before positioning your book for sales to a company or corporation. Is your book being positioned as ...

- 1) A **premium**? A premium is an item you are given for doing something or buying something; a free gift in conjunction for your action.
- 2) An **incentive**? An incentive is something that you earn. It requires that you do something extra in order to deserve or be given that item. It is usually something of considerable value to the potential recipient – such as a coffee table book.
- 3) An **ad specialty**? This is an item that carries with it a logo, message or brand name, that when seen provides an advertising impression to those who see it. Examples are pens, coffee mugs or customized books.

The Cover Story – Tamara Dever

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

A bold, fresh statement was needed for *Spaghetti on the Wall*, a book on branding and marketing. Since the book had a whimsical title but serious business-related content, the client needed to have something that complemented the whimsy without looking comical, plus there was the additional hurdle of getting miles away from anything related to food. It couldn't look like a cookbook or nutrition guide in any way. The "wall" looks more like the "wall" of a website, and the icon cloud gives it a modern, fun edge with visions of branding and technology spewing from the title. The sticker adds color and character, plays with the concept of "sticking," and brings a bonus in providing a visual element for the interior art as well. The book is sold primarily online, so it has to look fantastic at one-inch tall against the white backdrop of a product page and complement the author's other book.



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)

An exceptional career is more than a job and a paycheck, it is about your contribution to the lives of others, inside your company, the customers you serve and the community your company serves. Having an exceptional career is something we all strive for, however for many of us, that's not the toughest part. The tough part is how best to prepare, seek and find those opportunities. John Quincy Adams said, "If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

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 Can I Get Permission to Use Copyrighted Materials in my Book? To acquire permission from a copyright owner to use his or her copyrighted work in, for instance, your manuscript, you should submit a permissions request, preferably in writing. Hunting down permission to use a quote a couple of months before you go to print is always a bad idea. The ultimate decision about if and when to seek permission often boils down to a matter of business as well as legality.

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>

Don't get caught up in the most common blunders authors make. When asked the simple question, "Who is your book for?" they say: "My book is for everybody."

Nonsense ...take off your shades ... otherwise you will continue to live in Delusional Land.

If your book is for "everybody," that means you mean it's written for men, women, children, babies, and everything in between. It means that it's for every religious hat; every type of sports and nature lover; anyone of any political persuasion (or not) ... EVERYONE.

No way Jose will it reach EVERYONE. The more you niche who you write for, the bigger your market can become. It's so much easier to be the whale in the pond versus the sardine in the sea.

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

(Brad Hurtado, former producer of the television shows, Donahue, Maury Povich and The Charlie Rose Show)

If you are part of a panel discussion, you have three tools to use. Tool number one, jump into the conversation. Tool number two, always get back to the main point, your point, of the conversation. And tool number three is don't lose any chances to add your wealth of knowledge.

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)

The purpose of books is to communicate, and the purpose of nonfiction books is to convey knowledge, insights, and understandings to others. It's an exchange that involves two parties: writers and readers. Without interested readers, writing a book can be less satisfying and may even be an empty exercise with few rewards.

Guest Columnist – Patricia Fry

Patricia Fry is the author of 35 books, including her latest two: *Publish Your Book* and *Promote Your Book* (Allworth Press) Available at Amazon.com and www.matilijapress.com. She is also the past Executive Director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org

Promote Your Book by Strutting Your Stuff. Do you write articles to promote your nonfiction book? If you don't you're really missing out on an opportunity to strut your stuff. Your informative, educational articles help to position you as an expert in your field. Each article can also serve as a vehicle to promote you, your book and your services. What if your book is a memoir or a novel? You can still write articles and stories designed to promote it. Here are some suggestions:

1: **Offer book excerpts** to appropriate magazines, newsletters and websites. Be sure to represent your material as an excerpt when you submit it. You may need to do a minor rewrite so that the piece has a beginning, middle and end.

2: **Write new stories related to your topic/genre.** For example, if your memoir or novel takes place in Nashville, come up with an article about a recent occurrence in that city or one featuring a little-known aspect of Nashville history. Maybe your memoir or novel features struggles with MS. Write new stories or articles with this theme.

3: **Multiply your ideas.** You will be amazed at how one idea, theme or topic can grow into hundreds once you get the hang of this concept. Let's say that your story involves an eccentric woman with lots of cats, publicize your book through articles and stories on many aspects of cats: caring for a cat, unusual cat stories, how a cat colony works, profiles of cat people. Now take each of those topics and watch your list of article/story ideas grow: Under caring for a cat, there's how to prepare when bringing a new cat home, cat-proofing a home, introducing the new cat to the resident pets, traveling with your cat, grooming the cat, the aging cat and so forth. You should be able to come up with at least a dozen article/story ideas related to your theme or subthemes in just one attempt.

4: **Look for ideas everywhere.** Here's where your observational skills will come in handy. Did you notice a cat wandering through the aisles at your local independent bookstore? Interview the bookseller about his shop cat.

Maybe you saw someone walking a cat on a leash. Hey, there's an idea to research and write about. I met a woman at a cat show once who had her cat dressed up in a little coat, hat, glasses and the cat was even carrying a cat-size purse. Wouldn't cat lovers be interested in an article or even a fictionalized story about playing dress-up with your cat?

Remember, the reason that you are writing these articles is to position yourself as an expert in your field, gain credibility in your topic and generate a following (readers) for your book. Make it your goal to write highly informative and/or entertaining articles or stories. And then include information about your book and yourself in the bio at the bottom of the article.

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>)

Marie Lamba

<http://marielamba.wordpress.com>

Lamba is both author and agent, and has a great blog that covers essentials for writers.



The Very Idea

(Editorial by Brian Jud)

You cannot always follow in the tracks of others, no matter how easy it may seem at first. Do not price your book the same – the one you are copying may have different costs and therefore a different profit picture. Do not sell your book where they are selling it – look to other segments in non-bookstore markets. Do not go on the same TV and radio shows, but find those that reach your target buyers. And write new content, something that is fresh, different and relevant to your readers. Do not lose track of your goals and make tracks toward them. Stay on the right path – your path.



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)

Create a way to track and display your writing progress. One of the best ways you can maintain your enthusiasm for writing your book is to create a way to track and display your writing progress. Each time you complete a chapter, or a section of a chapter, and you cross it off your list, you'll enjoy a great feeling of satisfaction. Your feeling of satisfaction will motivate you to repeat the progress the next day.

Options for tracking and displaying your progress include creating a weekly task list for the topics you want to complete, printing out the list, and hanging it on the wall behind your computer where you can frequently glance at it. If you're using a mind mapping software program like Mindjet, you can add a Task Icon indicating completion to the topic or you can change the background color of the topic to indicate completion.

Another popular way of tracking and displaying your writing progress on your book involves printing your daily output on 3-hole paper, and storing them in a 3-ring binder. The thicker the binder gets, the more satisfaction you'll get as you review your work. What's your favorite way to track and display your writing progress?

Booklet Ideas – Paulette Ensign

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

When first learning to write how-to tips, you'll recall the suggestion to write in "second person," talking to the person reading your information, to one person. Whether it's your tips, an announcement, or a newsletter, how do you feel when reading "some of you ...?" It begs the question: which part of you? That writer is addressing the larger reading audience rather than you, a valued individual reader.

It may seem like a nuance, yet it makes a difference. It can be a subtle way to distance your followers, that community you've worked hard to develop. At the very least, it's impolite.

[Lydia Ramsey](#) "specializes in the details that open doors and close sales." She presents her etiquette advice for various business and personal interactions through her wide range of products and presentations. The details do matter.

ACTION - Think about what details to change in your writing and speaking to open doors and close sales rather than distance people without realizing it. Write to one person at a time. That draws each person closer to you and what you offer.

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

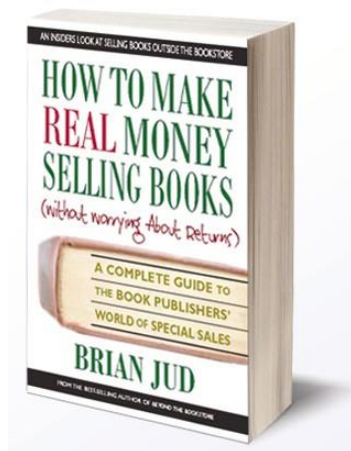
Sell more books, more profitably to non-bookstore buyers

The most current and complete resource for increasing your sales and profits in non-bookstore markets.

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.

\$24.95

[Order now](#)



Do you need a jump-start to get your sales moving?

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

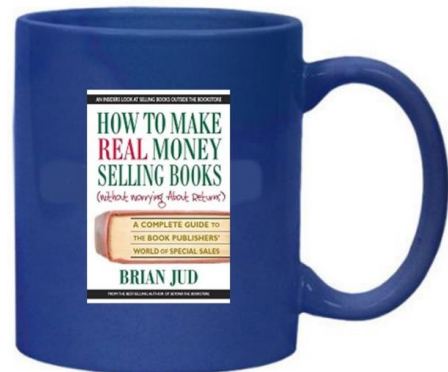
[Learn more!](#)



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

Check out the [Writers and Publishers Bookstore](#) and give your favorite books a “Thumbs Up Rating.”

Discover and rate the
best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
I won't share or sell your email address.

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

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>