

Here is your March 14 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 Jeannette Seibly.

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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 6, Number 350 March 14, 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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Top inquiries from the salespeople
for the week ending 3/11/16

<u>Title</u>	<u>Quantity</u>
<i>When Breath Becomes Air</i>	200
<i>Pork Chops & Applesauce</i>	250
<i>The Book of Aformations</i>	1300
<i>The Amish-Mennonites of N Am</i>	100
<i>Fabulous Theme Cuisine</i>	1550

News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers
for Special Sales

Get Everything You Need to Begin Selling More of Your Books To Non-Bookstore Buyers in 90 Days

Do you want to sell more books to non-bookstore buyers in large, non-returnable quantities? But you don't know how to begin, who to contact or what to say? APSS understands your dilemma and has created the APSS 90-Day Challenge to help you get started. You will get:

- Names of prospective buyers you can contact today
- Instructions for finding more of them
- A way to price your book profitably

- 12 hours of special-sales training
- Information to help you do and say the right things to get those large, non-returnable orders

It doesn't matter if your books are non-fiction, fiction, children's books, cook books or any genre. Once you get started, your momentum will carry you forward. The APSS 90-Day Challenge will set you on a lucrative path to large, profitable, non-returnable non-bookstore sales.

You no longer have to wonder who could be potential buyers, where to find them and how to contact them. APSS has done the hard work for you. You will...

- Discover opportunities for your books that you probably never thought of
- Learn the secrets of defining your ideal readers and prospective buyers, and then organizing them in approachable groups
- Find out where and how to get the names of people to contact
- Become more profitable as you negotiate large, profitable sales
- Do all this without having to leave home

What Do You Get with the APSS 90-Day Challenge? 16 Tools to Start You Selling the Right Way

- Tool 1: Three leads for potential buyers of your book - complete with contact information
- Tool 2: *How to Make Real Money Selling Books (without worrying about returns)*, By Brian Jud
- Tool 3: A pdf of *Beyond the Bookstore*, By Brian Jud
- Tool 4: The "Faststart" Checklist to Get You Started Doing the Right Things in the Right Order
- Tool 5: A Wizard to Automatically Calculate Your Book's Most Profitable Price
- Tool 6: Automatically Find Your Direct Mail Break-Even Point
- Tool 7: Automatically Calculate the Break-Even Point for Conducting a Sales Tour
- Tool 8: Automatically Calculate Your Break-Even Point for Exhibiting at a Trade Show
- Tools 9 - 16: You get 12 Hours of Special-Sales Training via Eight 90-Minute Webinars to Help You:
 - Find Potential Non-Bookstore Buyers for Your Books
 - Make Successful Sales Presentations
 - Negotiate Large-Quantity Sales
 - Sell Fiction to Non-Bookstore Buyers
 - Sell Your Books to Libraries and Associations
 - Sell Your Books at Tradeshow
 - Sell Your Books to Schools
 - Sell Your Books to the Military

\$49.95 for APSS member \$59.95 for non-members

Use Paypal account brianjud@comcast.net, or contact Brian Jud today at BrianJud@bookapss.org

Upcoming APSS Events

March 22: *The Four Ps of Sales Success: Price, Product, Place, and Promotion*, Jared Kuritz; 9:30 pm ET Register at <http://tinyurl.com/z9ytnwt>

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)

Why does the book jacket matter? The obvious answer is that it is the best and cheapest advertising vehicle you will have for your book. But the obvious answer is not the right answer. Here I am thinking about the competitive factor. Does a good book jacket help get the book into bookstores initially? The answer is a definitive yes. The reason is clear to those who sell every day because we get to see the stacks and stacks of book jackets sitting on the buyer’s desk ready to be accepted or rejected. The problem is that your book is in the same stack as the Random House title or the Putnam or Harper Collins title, all professionally produced. If your cover design does not measure up to the best, then the likelihood of that title ending up in the rejection heap increases dramatically. So you need to have a good designer and you often have to get them to produce more than one design concept; and you need to talk to your distributor’s sales people early in the process so that mistakes are minimized.

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>)

Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks to music.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

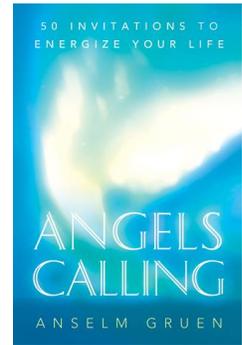
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

Make your proposal to catalog buyers stand out from the others. Demonstrate how your book will actually look in their catalogs by pasting a copy of its cover on one of the pages in the catalog -- the page on which you think your book is best suited. Send this page with your proposal.

The Cover Story – George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com) george@fostercovers.com)

A small-size book calls for a large image. This is a photo of the northern lights manipulated in photoshop to create a stunning image for such a context. Simple, bright, and blurry, as if it were a crude photo of an actual angel. The type is classic but feels modern. Yellow is used only for the author's name because white would have been too flat.



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)

Create R.E.A.L. Vision for yourself and your business:

Risky - Is it worth pushing the envelope? Does it create a differentiator? It has to push your limits.

Emotional - Is it emotionally engaging? Does it have purpose and passion behind it?

Action - Do you have a plan? An executable strategy for pulling off this plan? Do you have what it takes to see this through?

Legacy - Does it help someone else? In the end, a REAL vision is not about you. It has generational appeal; it matters, whether you are still with us or have passed on. It's worthy of a legacy.

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.)

What Laws Should I Be Aware of if I write about real people and events? Three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity.

Libel: Libel is the written form of defamation. Defamation has been defined as any written or oral statement that injures a third party's reputation. The oral form of defamation is known as slander.

Right of Privacy: The American Heritage Dictionary defines the right of privacy as “the quality or condition of being secluded from the presence or view of others.” More simply put, it is the right to be left alone. The three generally recognized invasions of privacy are intrusion, unreasonable publicity, and false light. So, you might ask, when is it OK to discuss intimate facts? Writers are usually permitted to discuss facts that are generally known to the public (even a small circle of people) or facts that are considered newsworthy. But here's a general list of materials that are considered off limits without permission: private letters and e-mail (both of which are also covered by copyright, with ownership held by the writer), information about sexual proclivities or sexual history, financial or medical information, and probably information about other private matters.

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>

Posters and Backgrounds for Your Quotes

Would you like to create posters for Facebook, Twitter or your slides in presentations? Would you like to get your ahas, keepers and any of those pearls of wisdom sparkle on Pinterest? Check out Recite This, an online tool that will add your words to a prepared background—plenty of styles and templates to choose from. Very cool—www.ReciteThis.com

Marketing Strategy

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

If you can show people how they can help themselves in some way by reading your book you are likely to increase your sales and revenue. But how can you discover their problems? Use a PAR analysis - a brief description of the **P**roblems relevant to your target readers, the **A**ctions you recommend they take to rectify their situations and the **R**esults they can expect if they follow your recommendations. For each major problem (issue, situation or circumstance), describe how your content will show people how to take some action to resolve it. Then explain the results the reader can expect after taking that action. Focus on the results when communicating with your prospective buyers.

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)

A title should be memorable, elicit a strong reaction or response and create immediate interest. A wonderful title doesn't have to clearly communicate what the book is about, although that helps. It does, however, have to attract interest. Without a good title, the brilliance of your concept, writing or format may be lost because no one will be interested or take that extra step to find out what your book is about.

Guest Columnist – Jeannette Seibly

(Straight talk with million-dollar results! Jeannette Seibly is an internationally recognized business advisor for the past 19 years. She has created three millionaires and million-dollar results for 25 companies. <http://TimeToBrag.com> or jlseibly@gmail.com)

We've earned the right to brag! We are accomplished women (and men) who have achieved amazing results. So what's missing when we lose a deal (or job or promotion) to a less competent competitor? Investor interest? Belief in our expertise?

Too often we downplay our accomplishments to our own detriment. Or, we use "scripted" material from others that only makes us sound like them instead of helping us stand out from the competition! We've been taught bragging is wrong since we were very young. This misperception carries right over into our business lives. We falsely believe it is unwise to brag about ourselves, products or services.

The issue isn't that you need more confidence when speaking. It's not that you need to "feel it." It's that you need to learn how to quantify your results and share those achievements in a biz savvy manner. It's time to brag! Get over your apprehensions! Learn how to brag! You've earned the right!

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)

What will your publishing business be like in the year 2020? Do you have a plan to get there? Improve your 2020 vision with four sights: 1) **Foresight**. Create possible future scenarios and then plan your new mix of product, distribution, pricing and promotion decisions accordingly. 2) **Hindsight**. Evaluate what you did in the past and learn from your mistakes. 3) **Insight**. What is the unique difference that separates your product from competitors? 4) **Outsight**. Create a mastermind team – a group of professionals with various backgrounds and meet regularly to evaluate your position and plans.

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>)

Carly Watters

<http://carlywatters.com/blog>

This is a great blog on queries, submissions, clients, conferences and the publishing industry.



The Very Idea

(Editorial by Brian Jud)

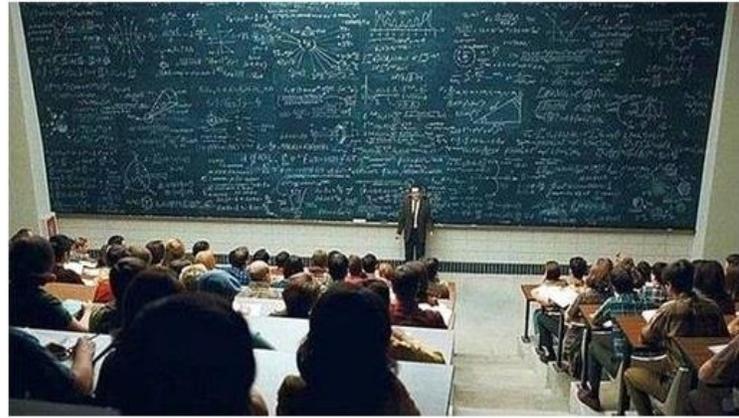
Providing more information does not necessarily mean that the recipient gets your message. Sometimes using fewer words is clearer and more memorable. Remember the copywriter's simple formula AIDA to quickly get:

Attention. Get the recipients' attention quickly using words that are important to them.

Interest. Once you have their attention, increase their interest in listening to you (or reading more) by expanding upon the attention getter and building their curiosity.

Desire. Add a few secondary benefits that support your attention-getter and motivate them to take favorable action.

Action. Ask the recipient to do something – buy, reply or arrange an appointment to meet personally.



As the old marketing adage says, “Tell me quick and tell me true, or else my friend, the heck with you.”

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)

Tips for soliciting pre-publication quotes from readers and experts. Avoid information overload when soliciting pre-publication quotes from readers and experts.

Instead of sending your entire book manuscript as sample materials, consider a brief statement of purpose, your book's table of contents, and your two best chapters. In your covering e-mail, however, offer to send the entire manuscript -- or as much as is available -- if the recipient wants to see more. Some individuals will take you up on your offer, but many more will be pleased to receive fewer sample chapters.

Booklet Ideas – Paulette Ensign

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

Time can be your friend even when it seems otherwise. You want to reach an interested buyer and they aren't responding. It can seem like forever to make a sale. After all, what's taking them so long? The flip side is when you look at your products and services after developing them a while ago and you suddenly see new ways to repurpose what you've got so you can make new sales.

That is happening more frequently by exploring downloadable possibilities to deliver content, and recurring suggestions by marketers to repurpose what you've got. Barbara McNichol has successfully done lots of repurposing in recent months. The second edition of her widely popular book, *Word Trippers*, has lent itself to offering her content in many other delivery formats, attracting large quantity sales from companies and associations.

ACTION - Dust off the products you developed months or years ago, the articles you wrote, the presentations you've given, and see what new life you can breathe into them. Taking your content in other formats to people who already love what you offer is a shorter path than creating new products from scratch!

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

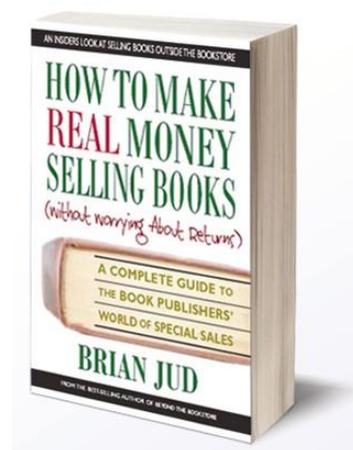
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Sell more books

Beat your competition

Become more profitable

Sell in untapped, lucrative markets

Minimize -- if not eliminate -- returns

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

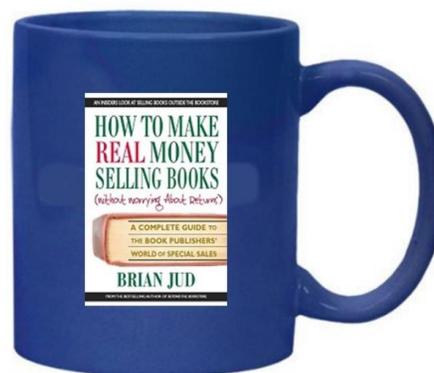
**A one-day workshop *in your office* -- customized to your titles
-- shows your staff how to make
large-quantity sales
Learn more!**



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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



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Contact Information for Brian Jud

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at
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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>