

Here is your March 28 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 Jill Lublin.

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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

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**Top inquiries from the salespeople
for the week ending 3/24/16**

<u>Title</u>	<u>Quantity</u>
<i>Hide-and-Seek: No Ticks Please</i>	2700
<i>The BOOM! BOOM! Book</i>	1900
<i>Why Dogs Are</i>	3400
<i>Grandma Lives in the Computer</i>	800
<i>The Antigone Poems</i>	50

News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers
for Special Sales

APSS-New Jersey invites you to Book Selling University. Discover how to sell more of your books in large quantities with no returns. Kean University, Union, NJ

Apr 29 (1 – 5): One-on-one consultations with Guy Achtzehn. Get tips for selling your book – not books like yours. You will leave with a list of companies to contact and how to reach them – fiction and non-fiction.

Apr 30 (9 – 5): Book Selling University. A content-heavy day of creative yet practical, book-marketing information. Discover how you can become more profitable selling your books in ways you never imagined and to people you never knew existed.

Attend either or both events and watch your sales, revenue and profits soar! Testimonials, agenda and

registration information at www.bookapss.org/agendaforApril30.doc (APSS-member discounts)

Upcoming APSS Events

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>

April 29-30: APSS-New Jersey Book Selling University. Discover how to sell more of your books in large quantities with no returns. Kean University, Union, NJ; Attend either or both days and watch your sales, revenue and profits soar! Testimonials, agenda and registration information at www.bookapss.org/agendaforApril30.doc (APSS-member discounts)



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>)

When negotiating for first serial rights, you should consider what price to ask. You don't want to price your book out of the market, but at the same time you want to get a fair price. Here are a few guidelines to use in determining your price:

- 1) The higher the circulation of the periodical, the more it can generally afford to pay.
- 2) How much of your book do they want to excerpt?
- 3) Does the publication want exclusive rights to the entire book or to just part?
- 4) For how long do they want exclusivity?
- 5) Syndication rights should sell for more than first serial rights to one publication.

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)

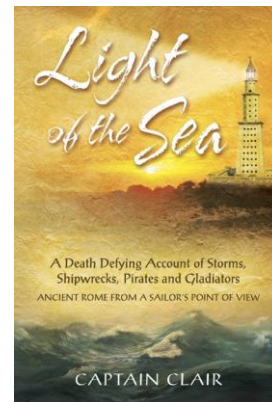
Do you have a gift book? Hallmark purchases books from independent publishers, on a returnable basis with discount ranging from 50% - 70% off the list price. Books priced at approximately \$10 - \$15 sell best, and they become "pricey" as they approach \$20.

Start the Hallmark submission process by contacting the Retail Marketing & Merchandise Manager at booknotes@hallmark.com. Describe your marketing flexibility and the title or line of books you propose. Demonstrate that you know the stores. Note your promotion plans, but in the context of Hallmark's needs.

The Cover Story – Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at www.knockoutbooks.com)

Historical fiction, this cover had to denote a variety of subjects from the lighthouse at Alexandria to storms and shipwrecks during Roman times. A layering effect was utilized to meld the images over a textured background. The author wanted to focus on the light aspect vs. the darker themes visually. Calligraphic and brush stroke font was used for the title.



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)

Do things that get the odds in your favor

- Understand Principles - "Principles are universal truths that, when applied, almost always work."
- Have Discipline - Do the things you know you should be doing until they become a habit. We are creatures of habit.
- Network - One person who's attracted to you because of who you have become, can change your life forever.
- Read a book a week (1% do this) - One idea well executed can change your life forever.
- Become The Best Person You Can Be - We have a moral obligation to do this. We also have a moral obligation to make a positive difference to everyone we come in contact with - can be as simple as a smile, a compliment and so forth.

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 is intellectual property? Intellectual property is defined loosely as property created with the mind, as distinguished from real property (land) and personal property (laptop).

- *Copyright:* A copyright protects an author's original artistic or literary work, whether published (meaning distributed to the public) or unpublished (not distributed at all or only to a few people). Under copyright law, the term "author" has a special meaning: the creator of an original literary or artistic work.
- *Trademark:* A trademark protects a word, phrase, symbol, or device – the mark – used in business to identify and distinguish one product from another.
- *Service Mark:* A service mark protects a word, phrase, symbol, or device – again, the mark – used in business to identify and distinguish one service from another. The purpose of trademark law is to avoid consumer confusion.
- *Patent:* A patent protects an invention by granting the inventor the exclusive right to exclude others from producing or using the inventor's discovery or invention for a specific period of time.

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>

Want to Check Title Possibilities? For only \$1.99, you can test up to three titles for you to determine which pulls the best via Must-Click with results within an hour—here's what the website says:

“Enter 3 ideas for titles into Must Click and submit.
We run those titles past real people.
They click on the one they want to read most.
We deliver the results to you — usually within an hour.”

Can be used for anything that needs a title... from books to speeches. www.Must-Click.com

Marketing Strategy

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

What 25 relationships do you need to nurture? Make a list of all the people who can help you double the size of your business – including the next five major customers you need. Figure out how to cultivate and deepen these relationships before you ask for any favors. “Establish how the relationship will benefit the other person, how you can help make them more successful,” says Keith Ferrazzi, author of “Never Eat Alone”

You're On The Air

(Suzi Reynolds, professional media trainer)

The more involved your answer, the less involved is your audience. They think, "I can't do all that" and they'll tune you out. Make it sound easy for them.

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)

Keeping track of research materials and organizing them makes projects more efficient and orderly. Since voluminous information can be involved in the writing of a book, many writers need to quickly access all of it, which becomes far easier when that information is housed in specific locations and is well organized. Some writers develop intricate systems for filing and organizing their data. How information is maintained and organized can also be critical because many writers create outlines for their books and chapters directly from their research material, and others write straight from the information in their files.

Guest Columnist – Jill Lublin

(Jill Lublin is the author of two national best selling books, *Guerrilla Publicity* and *Networking Magic*. She is a renowned strategist and international speaker. Learn more at www.JillLublin.com)

One of my “Top 10 Get Noticed! Tips:” Be yourself. Build on your assets and your uniqueness because they are really what people want. Clients and customers want you, your special viewpoint or approach; your unique insights or touch, not a weak imitation of someone else. Don't just be a copycat; find your own voice. Get noticed in your own way; in the manner most natural and comfortable to you. Examine the approaches that others have taken and then follow what feels natural for you. Trust yourself and your instincts.

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)

Are you measuring the right things? Profits are like a thermometer in that they only serve as a measuring device, not a controlling apparatus. Profits (or losses) tell you that you are doing something right (or wrong) but they offer no insight into what caused them. For greater impact on your net income, review the actions that cause profits to increase or decrease and place your attention on adjusting them for maximum effectiveness.

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>)

Literistic
<https://www.literistic.com>

Each month Literistic collects and emails submission deadlines for literary publications, contests and fellowships. The full service is fee-based, but the shortlist is free.



The Very Idea (Editorial by Brian Jud)

Have you ever felt that you have taken on a little more than you can chew? It's the pits. Find your "target-market sweet spots" by segmenting your overall market into smaller, bite-size groups of buyers that you can reach effectively and efficiently.

For example, if you have a children's book, divide your overall market into groups such as PTOs, home schooling, military schools, daycare centers, mom's groups, zoos, retailers and children's hospitals. Then persuade buyers in each to purchase for the reasons that are important to them.



Don't try to sell your book to everybody at once. Instead, know that you can win big by thinking small. Now, that's a mouthful.

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)

No response doesn't necessarily mean "no quote!" It's important to remember that a lack of response to a request for a quote from a client or subject area expert in your field isn't the same as a "No" response. A lack of response can mean many things, such as:

Your e-mail arrived while the recipient was traveling, on vacation, ill, or immersed in the middle of a project.

The recipient may need additional time to study what you sent so they can respond appropriately. The recipient may need a little more information about what you were looking forward to receiving. Your e-mail may have been caught in the recipient's spam filter, especially if you don't frequently contact the individual.

Often, a simple follow-up e-mail is enough to rescue a client or pre-publication quote or testimonial. If you fail to receive a response after a few days, a short, simple follow-up e-mail message is appropriate. Your goal is to find out whether or not the recipient received your original e-mail and attachment. You can also ask them if they need any more information or have any questions.

Obviously, no one likes to be pestered or made to feel guilty for not immediately responding to a request for a favor. But, in this age of information overload--an occasional, discrete, follow-up can spell the difference between a great quote or a lost opportunity.

Booklet Ideas – Paulette Ensign

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

Some consultants, authors, and speakers express concern about repeating themselves in their products and services. The concern is based on wanting to provide the best value to their audience as possible. The fact is that the repetition is more helpful than harmful, especially when the information is presented in different delivery formats. That turns out to be the best value of all.

Joy Golliver created an entire business based on her first-hand experiences as a loving caregiver for her late husband. Her sites at www.JoyGolliver.com and www.TouchedByJoy.com offer her expertise as a caregiver through the written word, spoken word, audio, video, and as a speaker. There is something there for a range of prices and delivery formats that best suit the learner's time and learning style as she helps people navigate their caregiver journey.

ACTION - Revisit your product and service offer. See how you can expand it to accommodate different delivery styles at different prices so you serve your community as well as possible and they keep saying yes to what you have.

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

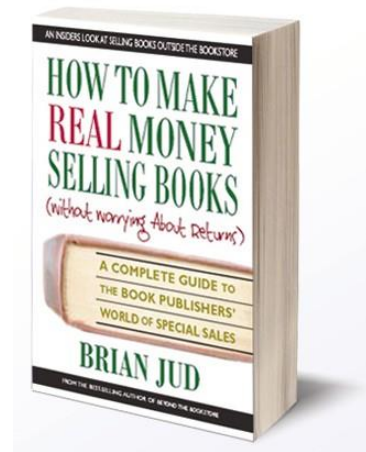
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Become more profitable

Sell in untapped, lucrative markets

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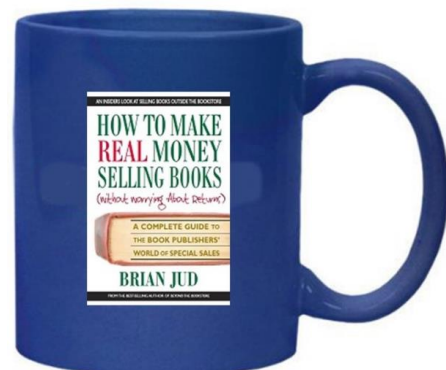
A one-day workshop *in your office* -- customized to your titles
-- shows your staff how to make
large-quantity sales
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales



- 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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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

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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>