

Here is your April 25 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 Glenn Leibowitz.

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 9, Number 353 April 25, 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](mailto:BrianJud@premiumbookcompany.com)

Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

**Top inquiries from the salespeople  
for the week ending 4/22/16**

<u>Title</u>	<u>Quantity</u>
<i>Survival Guide</i>	5000
<i>Realistic Bug Out Bag</i>	5000
SAS Survival Handbook	5000
Webster's International Atlas	1000

## News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers  
for Special Sales

APSS is bringing book-selling information to you. Attend Book Selling University and discover how to sell more of your books in large quantities with no returns. Attend one or both days.

Friday: One-on-one consultations with Brian Jud to 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.

Saturday: 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.

Central New Jersey, April 29: [www.bookapss.org/agendaforApril30.doc](http://www.bookapss.org/agendaforApril30.doc)

Santa Fe, May 20 – 21: Mary Neighbour at [mary@medianeighbours.com](mailto:mary@medianeighbours.com)

Chicago, May 14: Rebecca Chauncey at [RLchauncey4@gmail.com](mailto:RLchauncey4@gmail.com)

## Upcoming APSS Events

**May 3:** “Create Your 15-second Book Pitch” By Dr. Judith Briles; 5:30 pm ET; Register at: <http://tinyurl.com/jsbekq7>

**May 5:** “Marketing on a Budget – Get the Most Buzz for Your Bucks.” By Brian Jud; 7:00 pm ET; 7:00 pm ER; Register at <http://tinyurl.com/zvs87gh>



## Notes From the Front Lines

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

**Should You Attend Book Expo America next month?** Many independent publishers feel they do not belong at Book Expo. They opine that the Show belongs to the big boys, that it is way too expensive and that there is little tangible to be gained from it. Well, all of this is true in a way, but my own experience with the Show tends to override the negatives in some very important ways. Let me explain. The “BEA” used to be a Show run by booksellers for booksellers. Publishers were invited guests that would take booth space to introduce their fall titles to the community of booksellers in attendance. All of this worked beautifully for years and the Show grew in size and importance and it was almost mandatory to attend. But in the late 1980’s or early 1990’s huge changes became evident both on the bookselling and the publishing side of the market equation. On the bookselling side, the superstores began cutting into the independent bookstore’s market share and on the publishing side, more independent publishers began entering the fray. For BEA it took many years to adjust to the new realities and during that period the importance of BEA was diminished. But to me all that has passed and the BEA Show has become, once again, one of the most important events in the publishing calendar. What about you? Should you go? By all means, because this is a networking business and BEA has become a wonderful networking Show. It is a great time and place to discover new markets and new sales opportunities and make new friends. I suggest you seriously consider attending in Chicago from May 11 to May 13, 2016; info is at [www.bookexpoamerica.com](http://www.bookexpoamerica.com)

## 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>)

One of the benefits of selling your foreign rights is that you don't have to deal with the vagaries of selling your books in a foreign country. Foreign publishers are much better prepared to deal with the laws, customs and changing tastes of their own countries.

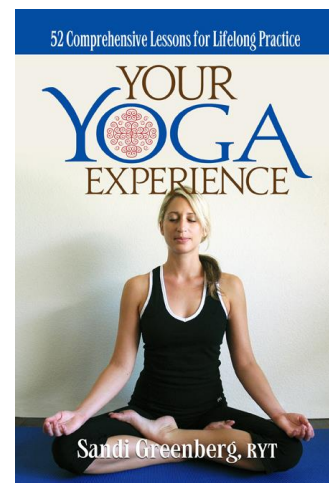
**Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn**  
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))

If you do not think your book's content is suitable as a premium, find a way to make it happen. This market is too lucrative to ignore. One author thought restaurants would be a good place to sell books, but restaurants did not want to sell someone else's book of recipes. So the author created a guide to natural-food restaurants in the United States and Canada. Then he contacted the restaurants listed to sell the guide in their restaurants, which they did.

**The Cover Story – Michele DeFilippo**  
(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

*Your Yoga Experience*  
by Sandi Greenberg

For this book, a collection of yoga lessons, the author/teacher provided a cover photo from her studio. Using colors from the photo for the text is one way to create harmony in a design, in this case blue and brown. Of necessity, the photo is the focal point, so we used the empty space above the model's head for the title. For the word Yoga, we chose a graceful typeface with alternate characters that look like they are stretching.



**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](mailto:tom@tomhillwebsite.com))

**Let's Celebrate the Exceptional Ones!** We love the exceptional ones, the people who are and the people who are striving to be! They do things differently, they are "On Fire" for life. These are the people who make the world better. Exceptional people sometimes cause change with a ruckus (thank you Seth Godin) and sometimes they choose to make a difference behind the scenes; either way they choose to make a difference in the lives they touch.

You know who they are, maybe they go the extra mile, or lead a company or division that provides exceptional service or are part of an organization that is truly changing their community. These people and companies are not common by any means, they define the word exceptional.

But, how many times do they go unnoticed, how many times do we have the opportunity to say "Thank You" to those people, those leaders or employees, our own employees or to those in our community, but we don't for whatever reason. We let the opportunity to say "Thank You" just fade away!

Well let's change that. Let's celebrate the exceptional ones in our lives, schools, businesses and communities.

Let's celebrate these people by saying, Thank you for being "On Fire" for life and showing us what it means to be exceptional. They make a difference in the lives of many or in the life of one.

## **Legal Matters That Matter to Writers – Professor Tonya M. Evans**

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://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.)

A transfer or license of copyright (or any right in the bundle of rights) executed by the author (but unlike a pre-1978 transfer not a transfer made by anyone other than the author) on or after January 1, 1978, is subject to termination under the following conditions:

- o A single author who executed a grant may terminate it. If the author is deceased, then whoever is entitled to exercise more than one-half of that author's rights may terminate it.
- o If two or more authors executed a grant of a joint work, a majority of the authors who executed it may terminate it. If any of the joint authors is dead, his or her termination interest may be exercised by whoever is entitled to exercise more than one-half of that author's interest.

This single, extremely valuable section of the Copyright Act, allowing for the reclaiming of rights by terminating transfers, empowers authors. Note that the statutory termination provision does not apply to works made for hire or to transfers made by will. The termination right also does not apply to rights arising under foreign laws or derivative works. In the case of derivative works (for example, a movie based on a book), termination of the rights to the underlying work (the book) does not prevent the continued display and distribution of the derivative movie. Once the rights are terminated, however, no new derivative works can be created.

Not surprisingly, the rules to exercise the statutory termination right are specific and must be strictly adhered to or the right will be forever lost. In addition, the Copyright Office does not provide printed forms for the use of persons serving notices of termination.

## The Book Shepherd – Judith Briles

Dr. Judith Briles is The Book Shepherd ([www.TheBookShepherd.com](http://www.TheBookShepherd.com)) and Chief Visionary Officer of AuthorU ([www.AuthorU.org](http://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 Nugget: Seek Reviews ... Ask and You Will Get

As an author, it's not the time to be shy. You want your buyers to post reviews. The two main ones would be Amazon.com and Goodreads.com.

Amazon has millions of buyers of books—they read reviews. The more reviews that you can get posted, the better. They count and tell the viral world that others are reading and liking your words.

Goodreads is a source that many librarians check out. They want to see what readers and consumers are saying about current books, especially in the self-published and independent published arenas.

Tip: Make sure that you make a habit of going into Amazon and Goodreads and copy the Reviews that get posted. Use them on your website in a type of “people are talking” format and make sure you create a “master” of them on your computer in a special folder.

## Marketing Strategy

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

Many publishers focus on the production process as the means of creating value. Their success is measured in terms of units moved to keep the pipeline filled. But you cannot control sales. You can only influence them by your marketing actions. Focus on what you can control (product/content, promotion, distribution, pricing), not what you can't control (sales and revenue)

## You're On The Air

(*Jim Bohannon, Host of the nationally broadcast Jim Bohannon Show*)

*I like people to respond to each other. Mine is an interview program and I try to see to it that a balanced presentation is offered.*

## Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at [FRISHMANR@PlannedTVArts.com](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

Enlisting the support of well-known and/or well-respected individuals can help book sales. Such individuals can help in many ways, by writing your book's foreword, preface, or introduction. Or they can provide an endorsement for your book that can be placed on the book's cover, back cover, first few pages, and/or promotional materials.

Endorsements usually help when they're from individuals that most people recognize or who have a large following. However, the head of your local Chamber of Commerce, a city Supervisor, or another local bigwig may love your book and have lots of clout close to home, but if your writing doesn't target your local area, their endorsements may not carry much weight with agents and editors.

**Guest Columnist – Glenn Leibowitz**

**Stephen King Used These 8 Writing Strategies to Sell 350 Million Books**

Stephen King is one of the most prolific and commercially successful authors of the past half century, with more than 70 books of horror, science fiction, and fantasy to his name. Estimates put the total sales of his books at between 300 and 350 million copies.

16 years ago, King shared everything he knows about writing in a book that instantly became a bestseller: *On Writing: A Memoir of the Craft*. Part memoir, part codification of his best writing strategies, the book has become a classic among writers. I discovered--and devoured--it a dozen years ago, when I was trying to take my writing to the next level. I recommend it to all of my writer friends.

You don't have to be a fan of King's writing to appreciate the wisdom within the pages of this book. Nor do you have to be a novelist: The book has highly practical strategies that writers of nonfiction can immediately apply to their writing. Here are eight writing strategies King shares that have helped him sell 350 million books:

1. Tell the truth.

"Now comes the big question: What are you going to write about? And the equally big answer: Anything you damn well want. Anything at all... as long as you tell the truth... Write what you like, then imbue it with life and make it unique by blending in your own personal knowledge of life, friendship, relationships, sex, and work... What you know makes you unique in some other way. Be brave."

2. Don't use big words when small ones work.

"One of the really bad things you can do to your writing is to dress up the vocabulary, looking for long words because you're maybe a little bit ashamed of your short ones. This is like dressing up your household pet in evening clothes."

3. Use single-sentence paragraphs.

"The object of fiction isn't grammatical correctness but to make the reader welcome and then tell a story... to make him/her forget, whenever possible, that he/she is reading a story at all."

The single-sentence paragraph more closely resembles talk than writing, and that's good. Writing is seduction. Good talk is part of seduction. If not so, why do so many couples who start the evening at dinner wind up in bed?"

4. Write for your Ideal Reader.

"Someone--I can't remember who, for the life of me--once wrote that all novels are really letters aimed at one person. As it happens, I believe this."

I think that every novelist has a single ideal reader; that at various points during the composition of a story, the writer is thinking, 'I wonder what he/she will think when he/she reads this part?' For me that first reader is my wife, Tabitha... Call that one person you write for Ideal Reader."

5. Read a lot.

"Reading is the creative center of a writer's life. I take a book with me everywhere I go, and find there are all sorts of opportunities to dip in. The trick is to teach yourself to read in small sips as well as in long swallows. Waiting rooms were made for books--of course! But so are theater lobbies before the show, long and boring checkout lines, and everyone's favorite, the john."

6. Write one word at a time.

"In an early interview (this was to promote *Carrie*, I think), a radio talk-show host asked me how I wrote. My reply--'One word at a time'-- seemingly left him without a reply. I think he was trying to decide whether or not I was joking. I wasn't. In the end, it's always that simple."

7. Write every day.

"The truth is that when I'm writing, I write every day, workaholic dweeb or not. That includes Christmas, the Fourth, and my birthday (at my age you try to ignore your goddam birthday anyway)... When I'm writing, it's all the playground, and the worst three hours I ever spent there were still pretty damned good."

8. Write for the joy of it.

"Yes, I've made a great deal of dough from my fiction, but I never set a single word down on paper with the thought of being paid for it... Maybe it paid off the mortgage on the house and got the kids through college, but those things were on the side--I did it for the buzz. I did it for the pure joy of the thing. And if you can do it for joy, you can do it forever."

## 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](http://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](mailto:a.annesi@sbcglobal.net), or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)

### Martha's Vineyard Writers Residency

<http://noepecenter.org>

The Martha's Vineyard Writers Residency offers residencies of two to six weeks twice yearly to poets, fiction writers and creative nonfiction writers. Residents are provided with a private room, bath and work space at the Noepe Center in Edgartown, MA. Use the online submission system to submit your work. There is a \$10 application fee.



## The Very Idea

(Editorial by Brian Jud)



Use visuals to establish, demonstrate and reinforce your positioning concept in a memorable way. And if you create a “photo op” at that same time, you can stimulate word-of-mouth advertising – the most effective and efficient kind of advertising.



## 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](http://www.publishedandprofitable.com))

**7 ways to add visual interest to blogs & books.** There’s more to adding visual interest than generic stock photos, clip-art, and pie charts. The next time you want to add visual interest consider using 1 of the 7 following to reinforce your ideas and strengthen your brand by adding a personal touch.

Some of the following have been around for centuries, others reflect recent thinking. One will be described in each of the next six issues of Book Marketing Matters.

**#1: Sketches.** Until a few years ago, illustrating was something that only illustrators did...until Dan Roam wrote *The Back of the Napkin: Problem Solving and Selling Ideas with Pictures*. Dan’s book showed the power of using rough, amateur-produced sketches to share complex ideas. It was an eye-opening book in the best sense of the term. Dan’s crusade to democratize sketches been aided by books like *Gamestorming* and *Visual Thinking*. Dan’s latest book, *Blah, Blah, Blah: What to Do When Words Won’t Work*, shares sketching tips you can use with simple iPhone and iPad applications.

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

You bring something to your business that only you can bring: YOU. Yes, that is "an amazing grasp of the obvious," and is what matters most. Whether you are a coach, a professional organizer, a speaker, a consultant, or any other professional defining yourself by a generic heading, the more you let people know your uniqueness, the easier it is to connect with the exact person you can serve best and enjoy yourself with them.

Annelie Shultz is a transition coach, among many transition coaches. She not only defines the kind of transitions she supports, she describes herself, her approach, and who she serves best. People visiting her site can see whether Annelie is likely to be a good fit by how she frames her uniqueness, even in her stress management tips booklet.

**ACTION** - How clear are you about what sets you apart, and what are you doing to own and communicate it? Revisit your website's language that talks about you and your approach. You may find places to modify the copy that open the doors for more clients and customers who have been looking for YOU.

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

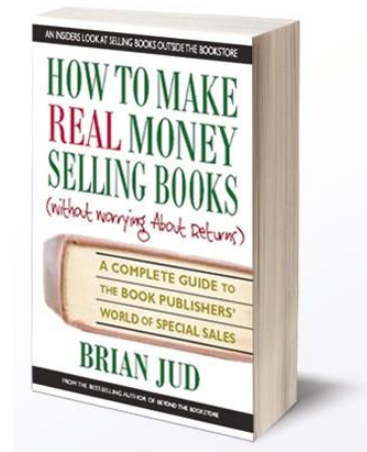
## Sell more books, more profitably to non-bookstore buyers

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?

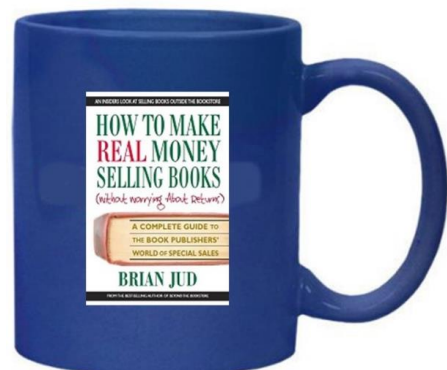
A one-day workshop *in your office* -- customized to your titles  
-- shows your staff how to make  
large-quantity sales  
[Learn more!](#)



## 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](http://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](mailto: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](http://www.bookmarketingworks.com/mktgmattersnews)

To subscribe to *Book Marketing Matters* click here: <mailto:[brianjud@comcast.net?subject=subscribe](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 Day* at  
[www.bookmarketing.com](http://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](http://www.premiumbookcompany.com)

Brian is the Executive Director of the Association of Publishers for Special Sales ([www.bookapss.org](http://www.bookapss.org)), 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](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>