

Here is your January 2 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from John Kremer, Guy Achtzehn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Tonya Evans and Roger C. Parker – and other experts. The guest columnist in this issue is Carol Topp.

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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 16, Issue 1, Number 371 January 2, 2017

Do you want to sell more books to non-bookstore buyers? Join our commission-based special-sales program.

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Or www.premiumbookcompany.com

**Top inquiries from the salespeople
for the week ending 12/30/16**

<u>Title</u>	<u>Quantity</u>
<i>Too Busy to Budget</i>	450
<i>Real Men Wear Beige</i>	1000
<i>Break Bad Habits While Sleep</i>	725
<i>Guiding Parents-Right Direction</i>	1200
<i>The Vitamin Solution</i>	900

News From APSS

(The Association of Publishers for Special Sales -- formerly SPAN)

We are planning to feature book-selling success stories in the APSS newsletter, *The Sales Informer*. If you have experienced any success selling to non-bookstore buyers, would you send me a brief summary of your success to publish in the newsletter? Include a headshot and/or book cover to accompany your article.

APSS 2016 Annual Review

2016 was a good year for APSS with many positive events. As a result, our membership increased by over 10%. Here are some of the highlights from this year that are exclusive to APSS members:

- Increased our local chapters so we now have one in Charlotte, Chicago, Colorado Springs, Connecticut, Houston/South Texas, Maine, Mid-Atlantic, Nashville, Nebraska, New Jersey, Philadelphia, Phoenix, Santa Clarita (CA), Santa Fe, Sarasota, Washington State and West Michigan. Two international chapters are open in Canada and Nigeria. If you are interested in starting an APSS chapter near you, please let Brian Jud know at BrianJud@bookapss.org See many reasons to join a chapter at

<http://community.bookapss.org/page/why-join-a-chapter>

- Created bookstore-distribution opportunities with Midpoint Trade Books and SPU (subsidiary of IPG)
- Started the APSS Membership Sweepstakes in which one member is chosen monthly. 2016 winners were Ethan Rappaport, Valerie Stastik, Beverly Black, Jim Culberson, Helen Nelson and Jef Gazley
- Continued our series of 90-minute informative webinars. APSS presented over 60 hours of information this year to help you sell more of your books more profitably. In addition to many webinars on various elements of special sales, we had speakers present information about electronic editing, social media, how to start a publishing business, marketing on a budget, green audiences, cover design, how to launch a book, revenue streams to grow your publishing business, selling to libraries, creating promotional literature, legal issues, subsidiary and foreign rights, networking and many other topics.
- Tested the concept of APSS Mastermind Groups which will be introduced to all members in 2017
- Implemented the *10-Steps to Success* educational modules that give members step-by-step instructions for finding and contacting prospective buyers in non-bookstore markets
- Began the weekly Open Mic events in which Brian Jud is on the phone for an hour every Thursday at Noon Eastern time to answer questions about APSS and special sales in general
- Opened the Ebook store for APSS members to sell their ebooks
- Created the Suggestion Box that members can use to give us ideas for new programs and make comments on existing programs
- Held two board meetings with the existing Board members Guy Achtzehn, Sharon Castlen, Carol McManus, Rudy Shur and Karen Strauss
- Conducted two surveys of all members for feedback and ideas for how APSS can improve to offer even more services and value to our members.
- Prepared the new APSS website for its launch in early 2017, which will include an updated list of recommended suppliers and speakers bureau

Upcoming Marketing Events

Jan 3: "Turning Your Book Into a Marketing Machine and Avoiding Key Mistakes Authors Make," by Bret Ridgway; 6:00 pm ET; <http://tinyurl.com/h7f6h6n>

Jan 19: "Tax Tips for Authors and Publishers," by Carol Topp, CPA; 6:00 pm ET; <http://tinyurl.com/j9tm8ks>

Feb 3: "How to Write About Real People Without Ending Up in Court," by Helen Sedwick; 6:00 pm ET; <http://tinyurl.com/h8skccq>

Notes From the Front Lines

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

The Seven Signposts on the Road to Good Publishing. Publishing books is like taking a journey. You need a map to point the way; or signposts to guide you. For example, when I backpack I look for blazes on trees. Or, if I am above the tree line, I seek out cairns or stone markers that I follow with care so I stay on the trail.

As with any journey, a good publisher knows he must follow certain signposts to successfully produce, sell, and market his books. Ignore an important signpost and you can get lost, or go in the wrong direction. Each marker represents a decision you must make – sometimes on your own or with the advice and counsel of someone with more experience. Over the next seven issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the first.

Editorial Content. You know what you want to write. But no book should be published before it has received good editorial input and direction. A seasoned editor brings objectivity and can lend clarity, coherence, and structure to what you have to say. If your book isn't accessible, it won't get good reviews and come to the attention of your audience.

Ideas for Selling to Non-Bookstore Buyers – Guy Ahtzahn

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

Ask the Right Questions and Get a Fast Start to Selling in 2017

As you plan your special-sales activities in the New Year, asking and answering certain questions can help you get started in the right direction. Here is a list of basic questions about different topics to give you a jumping-off point.

- In how many ways can we change our book to make it more marketable? Should we make it smaller or larger? Increase the spine width or make the typeface on the spine more legible for better visibility on the shelf? Come up with a new title, color combination, or cover design? What else can we do?
- In how many ways can we work more successfully with our distributors? Can we communicate better? Share our marketing plans? Participate in cooperative advertising? What else can we do?
- In how many ways can we improve our pricing? If we lower our production costs could we make more money at the same list price, or even at a lower list price? What else can we do?
- In how many ways can we improve the quality and quantity of our promotion? Should we try to appear on targeted television and radio shows? Improve our performance on each by taking media training courses? Improve our press release and kits? Hire a publicist? Create more and better sales promotion items? Improve our website? What else can we do?

These questions do not represent an exhaustive list. Let your conversation lead the way and when you least expect it, you just might stumble upon that one great idea.

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>)

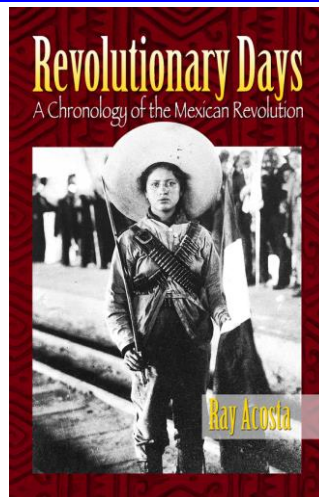
One way to draw attention to your books is to sponsor an award competition that is in some way connected with your books. For example, if you were publishing a book on cooking with woks, you might sponsor a wok recipe contest. Using their books as prizes, a law book publisher established scholastic awards at various law schools. In another case, Addison-Wesley sponsored a national Best Teacher Award competition in connection with their book by Marty and Barbara Nemko, *How to Get Your child a Private School Education in a Public School*. The award emphasized the value of committed teachers

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>)

Revolutionary Days:
A Chronology of the Mexican Revolution
by Ray Acosta

Working with only historical images can be a challenge in cover design because they are usually in black and white and often of poor quality. For this title we created a focal point by removing part of the background image so the soldier's sombrero "breaks the frame." To introduce some color, we overlaid a subtle Mexican pattern on a maroon background and chose a warm gold gradient 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)

This continues a series about the way of the Productivity Ninja, characteristics which have the capacity to boost productivity, reduce stress and change the way you think about your work.

Mindfulness: A ninja thinks about the way they do their work in addition to the work they do.

Many of the things that make up the Ninja mindset such as remaining calm, being ruthless and pushing the boundaries by being unorthodox aren't easy. A part of our brain simply likes to blend in and not make a fuss.

Our emotions and mindset play a pivotal role in our productivity. A bad day can be as much about what's going on in your head as what's going on in the office.

Perhaps you relate to Graham Allcott's comment that there's a battle between the "Clever Motivated You" and the "Lazy Scatterbrained You".

In its simplest form, mindfulness is the technique of noticing the present moment. To that end a powerful form of mindfulness is paying attention to what's going on within yourself. A great way to raise that level of awareness is with a few questions that prompt self-reflection. At the beginning of each day check in with yourself; ask yourself:

- How is my energy level?
- What am I looking forward to today?
- What am I procrastinating about and trying to avoid? Why is that?
- What could I do to renegotiate a commitment or to nudge it forward and create even a tiny bit of momentum?
- What will success look like for me today?
- What "random act of kindness" could I express toward another.

Click here and watch short video. https://www.youtube.com/watch?v=TbDYr9yC8_U

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.)

One New Way to Register a Copyright & New Rules.

Registration with Electronic Copyright Office (eCO): the Copyright Office online system. Advantages include:

- Lower filing fee (for online filings only)
- Fastest processing time
- Online status tracking
- Secure payment by credit or debit card, electronic check, or Copyright Office deposit account
- The ability to upload certain categories of deposits directly into eCO as electronic files

The Book Shepherd – Judith Briles

(Judith Briles is the Chief Visionary Officer of www.AuthorU.org. She's known as The Book Shepherd (www.TheBookShepherd.com), and is the author of 30 books including *Show Me About Book Publishing* and *Author YOU: Creating and Building the Author and Book Platforms*. Download podcasts from Judith's radio show, *Your Guide to Book Publishing* at: <http://rsrn.us/youpublish>)

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 is 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

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)

When your book idea is in its embryonic stages, before it's even taken full form, conduct preliminary research. First, search the Internet to get a sense of how much information on the subject is online, which usually indicates the level of interest in it. Use your initial inquiry for two purposes:

1. To note the perspectives of the coverage
2. To gather additional knowledge on the subject

Research to find out:

- What materials exist
- How others have approached the subject
- What others have stressed
- What others have omitted
- How thoroughly the subject has been covered

Make printouts or detailed notes of the information you find that you can keep in your files and use for later reference.

Guest Columnist - Carol Topp, CPA

(Carol Topp is an accountant and author of *Information in a Nutshell: Business Tips and Taxes for Writers*. She may be reached at Carol@CarolToppCPA.com)

Have you ever thought of yourself as a government agent? You are if you sell a product to the public and add on sales tax. Small business owners act as an agent of their state government when they collect sales tax. Whenever a writer sells a product, such as a book or CD, sales tax must usually be added to the sales price. The author is doing the state's job in collecting the sales tax and then paying the tax to the state, usually monthly or quarterly

On January 19 attend the webinar by Carol: "Tax Tips for Authors and Publishers," starting at 6:00 pm ET; Register at <http://tinyurl.com/j9tm8ks>

You're On The Air

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment, the company that produces and distributes talk programming for top shows)

Look for the clues that the interviewers are giving you. They may gesture to let you know they're getting ready for another question or for another guest to join in the conversation.

Marketing Strategy

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

The value of your content (to the buyer) is a fluid concept because it is unique to each customer and changes over time. An example of recognizing and responding to this fluidity is Amazon Prime. In 2005 it was initially focused on reducing costs and saving time for its customers by providing unlimited two-day shipping for a fixed annual fee. Then Amazon expanded Prime to include streaming media (added value was access and entertainment) and unlimited photo storage on Amazon servers (to reduce risk). Each new element attracted more customers and increased the value to existing ones. How can you apply this concept to selling more of your books?

The Very Idea (Editorial by Brian Jud)

When confronted with a dilemma, don't ask, "How can we solve this problem." While that may lead to a solution, it may not be the best one. Instead, ask, "In how many ways can we solve this problem?" to generate several options from which to choose. Here is an example.

A toothpaste factory had a problem. They sometimes shipped empty boxes without the tube inside. The CEO of the company assembled his top people. Six months (and \$8 million) later they solved the problem by using a high-tech precision scale that would sound a bell and flash lights whenever a toothpaste box weighed less than it should. The line would stop, someone would walk over, remove the defective box, and then press another button to re-start the line. As a result of the new package monitoring process, no empty boxes were being shipped out of the factory.

With no more customer complaints, the CEO felt the \$8 million was well spent. He then reviewed the line statistics report and discovered the number of empty boxes picked up by the scale in the first week was consistent with projections. However, the next three weeks were zero! The estimated rate should have been at least a dozen boxes a day.



Puzzled, the CEO traveled down to the factory, viewed the part of the line where the precision scale was installed, and observed just ahead of the new \$8 million dollar solution sat a \$20 desk fan blowing the empty boxes off the belt and into a bin. He asked the line supervisor what that was about.

"Oh, that," the supervisor replied, "Bert, the kid from maintenance, put it there because he was tired of walking over, removing the box and re-starting the line every time the bell rang."

In how many ways can you solve a problem facing you as you begin 2017?

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)

As you prepare for 2017, think of the word "plan" as a verb, an ongoing process in which you evaluate (and perhaps revise) existing strategy against changing circumstances. Your business evolves as a result of the incremental choices you make every day.

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)

Marketing Funnel or Profit Wheel--which is more important? Many authors are already familiar with the concept of the marketing funnel, a "narrowing hallway" containing offers that an author's prospects can try out. These offers typically range from "free" through low-priced e-books and reports, to progressively more expensive teleseminars, webinars, and coaching opportunities.

Although helpful, the traditional marketing funnel idea may encourage authors to not just write a book, but prepare a "suite" of product and service offers, it doesn't emphasize the idea of a continuing process.

The Profit Wheel offers an alternative to the "funnel" concept. The profit wheel identifies the 6 stages of a prospect or reader's relationship with the author. These stages are Awareness, Comparison, Transaction, Reinforcement, Advocacy, and -- most important -- "Repetition."

An author's true success comes when their web presence helps them leverage every stage of the Profit Wheel. It's never too early to review your Profit Wheel, and authors can't do it often enough. A monthly review of Profit Wheel marketing is not too excessive, but is encouraged.

Helpful Website of the Week – Adele M. Annesi

(Adele is freelance book editor, and a co-author of *Now What? The Creative Writer's Guide to Success After the MFA*. She may be reached at a.annesi@sbcglobal.net)

Help a Reporter Out (HARO <http://www.helpareporter.com>)

Looking for free PR? Nearly 30,000 media members have quoted HARO sources in stories. Everyone is an expert at something, and sharing your expertise may provide that opportunity you're hoping for. Founded in 2008, HARO is one of North America's fastest-growing social media services. The resource is free to sources and reporters.



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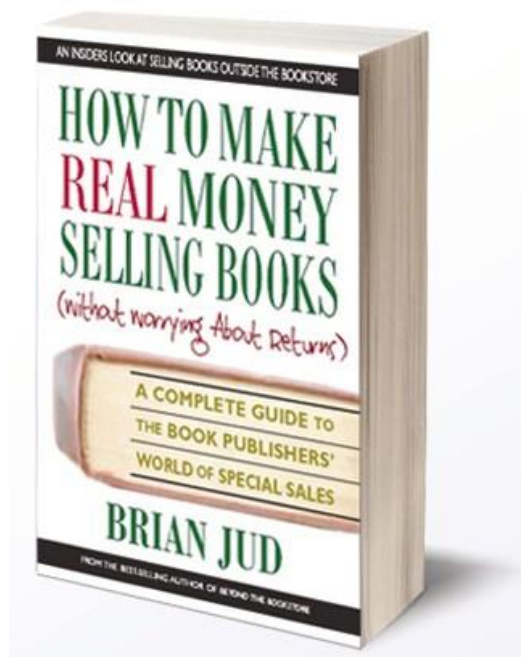
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Become more profitable
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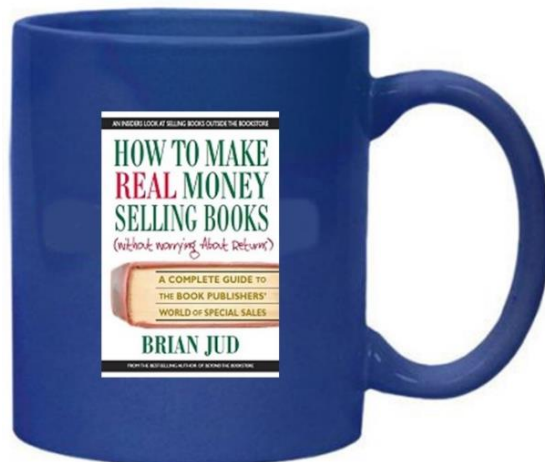


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Contact Information for Brian Jud

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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. Find rated lists of suppliers to publishers at www.bookcentralstation.com. 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>