

Here is your May 8 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Brian Jud, John Kremer, Guy Achtezahn, Rick Frishman, Eric Kampmann, Roger C. Parker and many others. 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

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Top inquiries from the salespeople
for the week ending 5/5/17

<u>Title</u>	<u>Quantity</u>
<i>Triple Your Time Today!</i>	800
<i>Change-friendly Leadership</i>	600
<i>A Place to Call Home</i>	250
<i>Nuggets of Truth</i>	1800
<i>Philly's FitStep® Walking Diet</i>	950



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Will You Be at BookExpo? Get a One-Hour Consultation to Help You Sell More of Your Books

If you will be at BookExpo on June 1 or 2 meet with Brian Jud for an hour. During that time he will give you names of prospective companies and buyers for your book and tell you how you can contact and sell your books to them. The price for one hour of consultation is \$150. There are still a few times available, and these will go to the first who sign up for them. Email Brian Jud at BrianJud@bookmarketing.com to reserve a time.

Upcoming APSS-Sponsored Marketing Webinars

May 9: It's Show Time: How to land and perform on more TV and radio shows, APSS-NJ; 12:00 pm ET, <http://tinyurl.com/kubo33k>

May 18: All Social Media Marketing Begins with Personal Brand, by Carol McManus; 6:00 pm ET; <http://tinyurl.com/mvycw58>

May 22: The Price is Right – How to Price Your Books Profitably; APSS-Philadelphia; 6:00 pm ET; <http://tinyurl.com/gmtcmhy>

June 8: Mindset of a Successful Author, by Karen Dimmick; 6:00 pm ET, <http://tinyurl.com/l6xcvru>

June 22: Media and PR Secrets: How Authors Can Position Themselves for Success and Get Publicity, By Dave Farrow; 6:00 pm ET, <http://tinyurl.com/lqn76n5>

Notes From the Front Lines

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

Inevitably we must face up to the question of "how many books should I print?" If you ask your printer, they will suggest more rather than less because, they say, "your unit cost will be lower." If you ask the author, they will generally push for more because they are going to go out and push their book everywhere. And if you ask your distributor (if you have one), they will return the favor by asking you "how many do you want to print?" Let's face it, fixing on just the right number is not science. Each book is different and requires its own unique set of calculations. But there are a few general rules to follow. First, be conservative. You can always reprint. Second, if your book is aimed at the bookstore market, never print more than six months anticipated supply. If you are reprinting predictable backlist, you might print up to a year's worth of inventory, but remember you are tying up cash. Third, use the sales history of similar books to judge your needs. Ingram's ipage is a great reference resource for such purposes. Finally, books depreciate faster than new cars. If you are forced to remainder, you will do it at pennies on the dollar.

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)

Books are considered impulse items in museum stores and should be priced accordingly. In addition, to a low price, buyers look for quality of production and content. The information in a new title is expected to be precise, and it may be subjected to a formal review process. Your submission to the buying authority should include a statement that facts and dates have been checked for accuracy.

Kremer's Korner

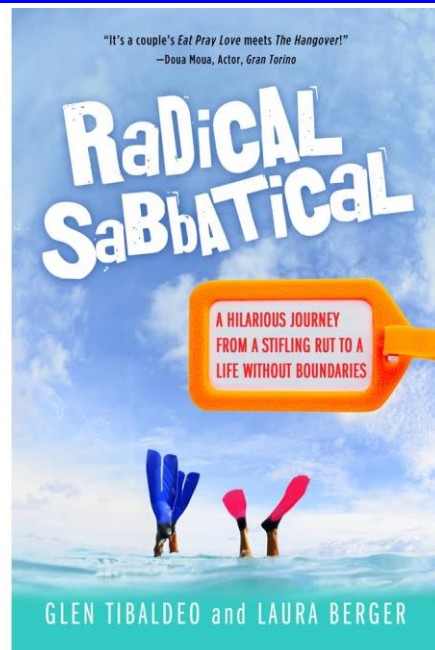
(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

Most mass-market paperback rights are sold for a term of five years to seven years. Other rights might be sold for the life of the copyright. Others, such as serial rights, are only for one-time use.

The Cover Story – Kathi Dunn

(DUNN+ASSOCIATES designs stellar book covers and marketing materials for bestselling authors, traditional and indie publishers, and fast-track experts so they can build credibility, open new doors of opportunity, and create positive change in the world. Since 1985. <http://www.dunn-design.com>, kathi@dunn-design.com , Postal Mail: P O Box 870, Hayward WI 54843-0870 USA)

In this real-life comedic memoir, the authors expose the blessings and ironic struggles of ditching their cut-throat corporate jobs for life in a tranquil jungle paradise. The publisher, Berdeco Group, requested that our design team use images of the authors doing yoga poses on a beach. Senior designer, Kathi Dunn, pushed for a less personal image to avoid a cover that might be misconstrued as a memoir or as a book about yoga. Book buyers look at a front cover for five to eight seconds before making a decision, so the designed imagery must be eye-grabbing and absolutely on target with the message. We chose to layer images of snorkel finned feet splashing playfully in inviting tropical waters, an extended happy blue sky as a backdrop for the title, and a luggage tag for the subtitle — all speaking clearly about the experience inside the book and pulling the reader in.



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)

"Desire is insufficient. Compulsion is mandatory." Once you've set your goals, how bad do you want to achieve them - how strong is your desire? Churchill's 'never give up' words always come to mind. My estimation is about 85% of the adult population never have enough desire or compulsion to move beyond being mediocre - sad but true.

One of my mantras is getting the "Odds In My Favor." Another one is, "One person who is attracted to you because of who you have become can change your life forever." Networking is a powerful force for life change. There are several good books on this subject but my all-time favorite is Harvey MacKay's *Dig Your Well Before You're Thirsty*. Whatever you decide to do, make sure you have a system - not a once-in-awhile model.



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.)

Copyright is a type of intellectual property that relates to and governs a primary means – artistic and literary – by which our cultural and historical identity is developed, cultivated, and preserved. Intellectual property has been defined generally as “creations of the mind” that are afforded the status of property and thus have value that is

capable of protection. Intellectual property is governed by various national and international laws, and generally gives its owner the exclusive right to do or authorize certain things regarding the property. Copyright is just one of a number of different types of intellectual property.

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)

It's essential to remember that the media is fickle. When your story is hot, the media will doggedly court you and lavish attention on you. You will become its best friend, its darling. But when the media feels your story is played out, it will move on to the next hot story so suddenly and fast that you'll feel abandoned and let down. Plus, it rarely looks back. When you deal with the media, you have only a brief window of opportunity, a short period in which to get coverage. So, you better have a plan and be ready to make the most of it.

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)

The vast majority of authors are sole proprietorships with good reason. It is the simplest business structure – easy to start and easy to close. A sole proprietorship is a business with one owner and is popular with writers for many reasons. Here is one.

No Lawyer needed to start. Many sole proprietors form their own business without the assistance of a lawyer. I do recommend you hire an attorney to look over any publishing contracts before you sign. I strongly recommend hiring an attorney if you are forming a partnership or corporation because of their complexity.

You're On The Air

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

People respect those who are discrete and style themselves in a good-mannered way. Over-promoting yourself is a negative on a radio talk show.

Marketing Strategy

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

There are four general promotional tools you can use at different times – online or offline -- to accomplish your marketing goals. These are 1) publicity (press releases, media appearance, reviews) is perhaps the most economical element of the promotional mix, 2) advertising (including direct marketing) can reach many consumers simultaneously with the same message with a relatively low cost per exposure, 3) sales promotion uses items such as premiums, giveaways, brochures and coupons for generating awareness, and 4) personal selling (trades shows, sales calls on corporate buyers) can be the most persuasive selling tool because it allows two-way communication.

The Very Idea

(Editorial by Brian Jud)

Over 750,000 ISBNs were issued last year and most of those authors want to get on bookstore shelves. The problem is, there is limited shelf space available. You may find it more profitable to find non-bookstore opportunities. Here are some of the benefits that could accrue from non-bookstore marketing:

Increased sales and revenue. Increase your sales in a marketplace larger than the bookstore market

Recurring revenue. Your customers may place recurring orders.

Lower acquisition costs. Selling to an existing customer is less expensive than it is to acquire another customer.

Lower unit costs. The greater the quantity in which you print, the lower your unit cost will be.

Increased profitability naturally follows, since the lower your unit cost the greater your profitability at the same selling price.

Less competition. When you make a sales call on corporate buyers you have their undivided attention.



Above is a photo inside a bookstore. Is this where you want your books to be sold?

Less discounting. Buyers usually do not have immediate access to competitive pricing.

Fewer returns. Most non-retail buyers do not expect to return books.

Negotiable terms. You may increase your flexibility in negotiations since discounts are not fixed.

Improved cash flow. Most corporations pay in 30 to 60 days.

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)

Use a creative process to build your marketing plan. Ask yourself, and answer, questions stimulating innovative ideas. How many titles will I publish? At what price will they be sold? How will they be distributed in traditional and nontraditional markets? How can I use publicity, advertising, sales promotion and personal selling techniques to promote them? What will all this cost and how much can I expect to make at the end of the year? How will all that position my business for future growth?

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)

Creating an Author Profile Page at Amazon.com. One of the most effective free promotional tools for authors is to create a profile page at Amazon. Any author who has ever registered at Amazon.com and purchased a book can create a profile page containing content that will show up on the pages where their books appear.

Author profile pages can be created by all authors who have published a book as well as authors who have signed a publishing contract for their book. The sign-up process involves listing your books and submitting the names and e-mail addresses of several industry sources, i.e., agents and editors. Amazon will contact them to confirm that you are, indeed, the author of the published book, or about-to-be-published book.

You can do more than just describe your background on Amazon's author profile pages. You can list your friends or important people and create a calendar. Amazon also provides built-in software for creating a blog. Best of all, you can run an RSS feed from your existing blog to Amazon, so that every time you update your main blog, the Amazon blog will automatically be updated.

More important, your profile and blog will appear on each page where one of your books is displayed, greatly expanding your visibility at no cost to you.

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)

National Writing Project (NWP)

<http://www.nwp.org>

The NWP focuses the expertise of U.S. educators to improve writing and learning for all learners. With its network of sites on U.S. colleges and universities across disciplines at all levels, the NWP provides professional development, resources, research and knowledge to improve the teaching of writing.



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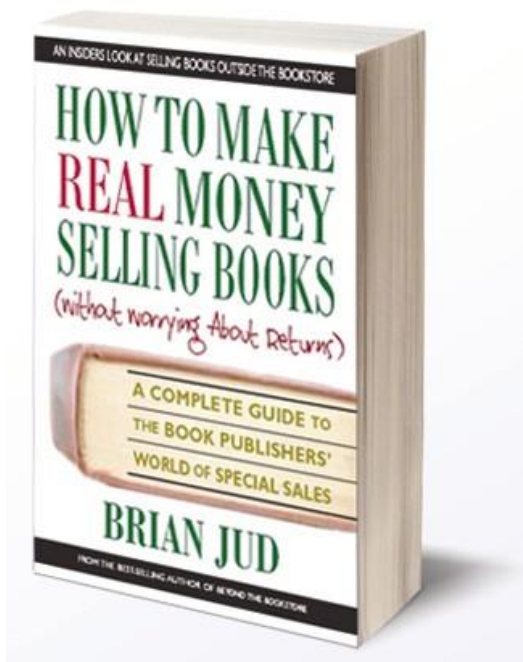
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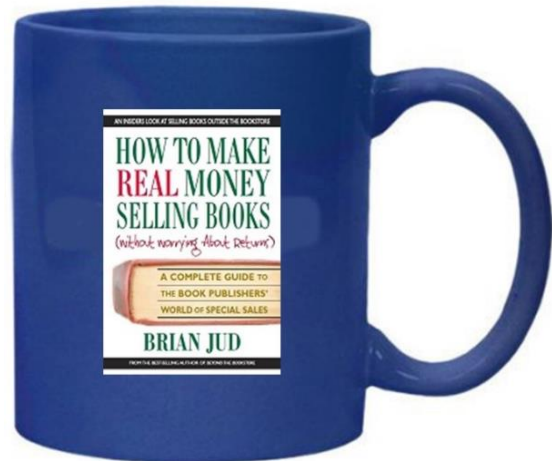


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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings 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



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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 www.bookmarketing.com

Brian Jud 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>