

Here is your May 22 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Brian Jud, John Kremer, Guy Achtzehn, Rick Frishman, Eric Kampmann, Roger C. Parker and many others. The guest columnist in this issue is Barbara McNichol.

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 16, Issue 11, Number 381 May 22, 2017

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 5/19/17

<u>Title</u>	<u>Quantity</u>
<i>Triple Your Time Today</i>	2200
<i>Flowers of Park Conservatory</i>	890
<i>Just Ordinary Moms</i>	1345
<i>Meet Me in St. Louis</i>	2650
<i>What Teenage Drivers Don't Know</i>	8450

## News From APSS

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



Do you want your book on display at conferences and trade shows specifically related to your content? APSS has reached an agreement with a display firm that can do that for you -- at only \$50 per show! Here are two upcoming events at which they can display your books (more to come every month):

**Annual Association of Jewish Libraries Conference** - Registration Deadline  
May 30, 2017

**Society for Historians of American Foreign Relations Annual Meeting** -- Registration Deadline:  
June 6,

- All titles would be listed in a "Titles on Display" ordering catalog listing full ordering information handed out at each exhibit. You can also provide your own order forms/ promotional materials.
- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

For each show and book, please email the title, author, pub date, list price and discounted price (if any) to [brianjud@bookapss.org](mailto:brianjud@bookapss.org). To make the \$50 payment (per title) please use Paypal account [brianjud@bookapss.org](mailto:brianjud@bookapss.org) or contact [brianjud@bookapss.org](mailto:brianjud@bookapss.org) for other payment arrangements. The display company will need two copies of your book and you will receive the address to which to send it.

**Additional display opportunities for APSS members.** Register for these two shows at <http://tinyurl.com/b8tk5t5> with your APSS membership number (insert it at APSS ORDER NUMBER) and save \$50!

**Hong Kong Book Fair - Deadline: June 10, 2017**

**National Education Association - Deadline: June 10, 2017**

## 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 you 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](mailto:BrianJud@bookmarketing.com) to reserve a time.

## Upcoming APSS-Sponsored Marketing Webinars

June 13: Mindset of a Successful Author, by Karen Dimmick; 6:00 pm ET, <http://tinyurl.com/l6xcvru>

June 19: The Price is Right – How to Price Your Books Profitably; APSS-Philadelphia; 6:00 pm ET; <http://tinyurl.com/gmtcmhy>

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](mailto:ekampmann@aol.com))

As a distributor, we often are forced to reject books because not enough care was put into one or more of the key decisions before we saw the project. In fact, it would be best if the publisher would enlist the help of the distributor, or some other experienced advisor before arriving at a final decision. Here are the seven key decisions as I see them. First, print the right number of books. Err on the side of caution if you are unsure.

Remainder tables are always full for a reason. Second, price the book for your market. If you are selling through retailers, then your price should be lower. If your market is very specialized, then you may be able to price up. Third, use an experienced designer for your book jacket. Fourth, chose your printer carefully. Do they have a good reputation for service and fast turnarounds for reprints? Fifth, should you pay the traditional royalty rate or is there another way? Sixth, do you have a distributor and if not, how do you plan to sell your book? Seventh, what is your marketing plan? Do you know your market and do you know how to reach it?

## 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 lose an order, follow up by asking why you did not get the order. In a bidding situation, you may have had the low price, but did not mention some needed service or feature. Always ask for constructive feedback by saying something like, “What would it have taken for us to reach agreement?” It might be something you can accommodate such as providing the content in another form, making the books returnable, or offering a larger quantity discount.

## 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>)

A number of U.S. library jobbers and wholesalers also offer export services. Among these is Baker & Taylor. You might want to check with them to see if they would like to participate in any joint promotions of your titles.

## 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](http://www.fostercovers.com)) [gege@fostercovers.com](mailto:gege@fostercovers.com)

### Enlightenment

The author has a lively, in-your-face charm and so does her book. The cover is dominated by a sexy face gazing into the cosmos. A face is an easy attention grabber, especially a pretty girl, but she goes beyond that here. How? She is so close and most of her face is hidden, which makes her face come forward, popping out through a hole in the cover.

There is graphic power in showing only a portion of something familiar. Her strong color scheme of black and pink is carried into the text over a white background for strong contrast. The cover is divided into three parts but is definitely unified in feel. The starry universe reflected in her glasses matches the title's whimsy but a confident young woman is the book's clear message, and promise.



## 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))

Solitude: I've become a huge fan of doing solitudes. Like many special things, it's hard to describe the value of focused solitudes. My first true solitude was in 1999 - I knew I needed to write about my blessed experiences so I borrowed a friend's Ozark cabin and wrote for three days - resulting in 90% of *Living at the Summit*. The book has made a huge difference in my life. Since then, I do my best to have at least one three-day-period of solitude once a year. Here are my criteria for a powerful experience:

- 1) Absolutely no human contact for 3 days. This is 100% critical - no exceptions.
- 2) Read, meditate, pray, exercise and journal.
- 3) Listen to baroque music at largo tempo.
- 4) Read at least these 3 books in this order: *Power of Purpose* by Richard Leider, *Power of Intention* by Dr. Wayne Dyer, *Power of Focus* by Les Hewitt. Another good read is *Quantum Warrior* by John Kehoe.

5) Fast - nothing but liquids - so important.

It's been my experience that after a day and a half you will experience the difference - really hard to describe but powerful. Albert Einstein: "The monotony and solitude of a quiet life stimulates the creative mind."

### 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.)

**What Copyright Protects.** Copyright law protects your exclusive right to exploit (use productively) your original artistic or literary work. Copyright law was written to encourage the free exchange of ideas and to stimulate the progress of “useful arts,” which benefit society. The federal Copyright Act provides copyright protection to “authors” (creators) of original literary and artistic works.

### Featured Supplier -- Branding and Website Design



21Thirteen Design, Inc. is a visual branding, marketing and web design agency with clients ranging from the LED Division of GE Lighting to home-based business owners. Our clients include best-selling authors, manufacturing companies, artists, law firms, corporations, ergonomic office furniture dealers, Life Coaches, Biotech companies, makeup, skin care, electronics and jewelry retailers, service industry companies, dental offices, documentary producers and photographers.

21Thirteen Design, Inc. is a visual branding, marketing and web design agency with clients ranging from the LED Division of GE Lighting to home-based business owners. Our clients include best-selling authors, manufacturing companies, artists, law firms, corporations, ergonomic office furniture dealers, Life Coaches, Biotech companies, makeup, skin

The company was founded by Lead Designer Perry Yeldham in 2006 and is captained by his partner, CEO Adam Giandomenico, with offices in NYC and Boston. For more information contact Perry at [perry@21thirteen.com](mailto:perry@21thirteen.com)

### Guest Columnist - Barbara McNichol Add Power to Your Pen

Grammatically speaking, disagreements show up in writing constantly. Some sources including Associated Press (AP) style guide give the green light to using one disagreement: the plural pronoun “they” with a singular noun. A recent AP statement noted:

*They, them, their ... In stories about people who identify as neither male nor female or ask not to be referred to as he/she/him/her: Use the person’s name in place of a pronoun, or otherwise reword the sentence, whenever possible. If they/them/their use is essential, explain in the text that the person prefers a gender-neutral pronoun. Be sure that the phrasing does not imply more than one person ...:*

Grammarians ask *why would this be necessary?* Doesn’t correctness matter above all else—especially when easy fixes are available? Consider these noun/pronoun disagreements and the ways to correct them:

Noun/pronoun use that doesn’t agree:

“We want the school *board* to do *their* job.”

Revised to create agreement:

“We want the school *board* to do *its* job.”

“We want school *board members* to do *their* jobs.”

Noun/pronoun use that doesn’t agree:

“Your *reader* can peruse your book at *their* leisure.”

Revised to make them agree:

“Your *readers* can peruse your book at *their* leisure.”

“Your *reader* can peruse your book at *his or her* leisure.”

To keep agreements in place, apply these suggestions:

- State the person’s name or write “This person ....” instead of a pronoun.
- If the gender is unknown, using “his or her” or “he or she” or “s/he” works fine.
- Change singular to plural in a sentence. However, if plural doesn’t cut it, alternate the use of “he” and “she” in a section when the subject changes. In a book I recently edited about raising a baby, the author applied this technique beautifully.

Bonus: Request an explanatory [Pronoun Use Chart](#) so you can see at a glance **which pronouns to use where** in a sentence. Lots of writing and book publishing tips are posted on Barbara’s blog at [www.BarbaraMcNichol.com/blog](http://www.BarbaraMcNichol.com/blog)

## You're On The Air

(Brad Hurtado, former producer of Donahue, Maury Povich and The Charlie Rose Show)

*You have to package yourself into the time you have available. If you have one hour on a radio show, there’s plenty of time. But if you’ve got three minutes on a national show, in a short amount of time, you have to hit the ball out of the park.*

## 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))

Your books will have unique and different value for each segment in which you participate. Retail stores are interested in building store traffic, inventory turns or increasing profitability. These matters have no impact on librarians who want to help their patrons. Corporate buyers want to increase their sales or train employees. Associations want non-dues revenue. Show buyers in each segment how they can reach their objectives with your book.

## The Very Idea

(Editorial by Brian Jud)

To discover the best source of information for selling your books in large, non-returnable quantities, do the math below. Then scroll down slowly to find who can help you sell more books. It is unbelievable how accurate this is!

- 1) Pick your favorite number between 1 - 9
- 2) Multiply by 3
- 3) Add 3
- 4) Then again multiply by 3
- 5) You will get a 2 or 3-digit number
- 6) Add the digits together

Using that number, locate the best source of non-bookstore marketing information from the list below:

1. Amazon.com
2. Friends
3. Google
4. Social networking
5. Twitter
6. Facebook
7. Instagram
8. Pinterest
9. APSS -- The Association of Publishers for Special Sales at [www.bookapss.org](http://www.bookapss.org)
10. LinkedIn

## 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))

What's your objective? What are you trying to accomplish? Can you state it in one or two sentences? Can you draw a picture of it? Can you make a map of where you want to go and list the things you will need to do to get there? What detours might you encounter? What short cuts you might take? Can you visualize yourself reaching your objective?

## 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))

Find the time to get more done--by pruning your "reading" list. Chances are, your in-box contains numerous unread newsletters, or subscriptions to blog posts. You like to read them, and profit from the information they contain, but you just haven't had found the time.

Unfortunately, each day, additional e-mail newsletters and blog posts arrive, adding to your "to read" list. And, each additional unread e-mail newsletter adds frustration and stress, adding to your guilt of not getting everything done.

I've found that the solution is to track the true value I'm receiving from my incoming newsletters and blog feeds. Which ones consistently provide the most helpful, relevant information? Which ones, on the other hand, cover familiar ground, or spend too much time trying to sell me something?

By taking a hard look at my incoming mail, and identifying the most valuable sources of information, I've been able to create more time for the most useful blogs, as well as more time to devote to writing my own newsletters and blog posts.

### 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](mailto:a.annesi@sbcglobal.net))

#### GrantSpace

<http://grantspace.org>

GrantSpace provides an extensive listing of and information on a wide variety of funding sources for writers.



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

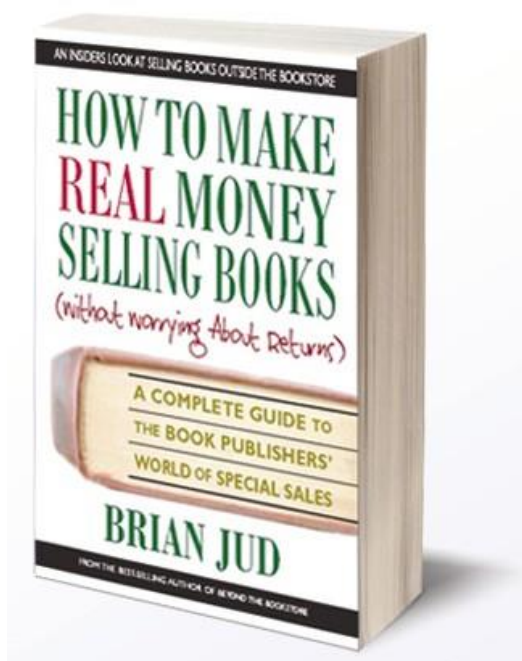
**Sell more books, more profitably to non-bookstore buyers**

**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!](#)

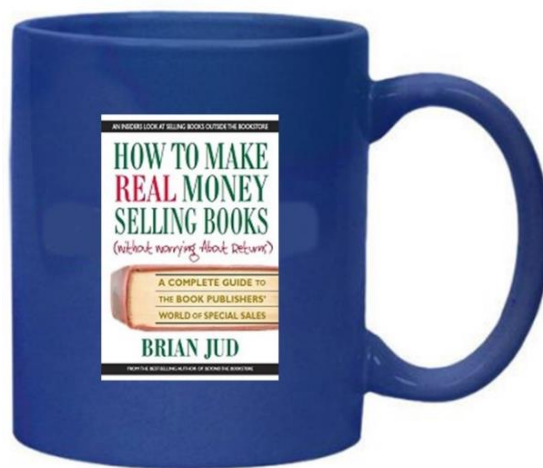


## Increase Your Profits with Sales Promotional Items

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 Week* at [www.bookmarketing.com](http://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](http://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](http://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](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>