

Here is your June 5 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 Jeniffer Thompson.

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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 12, Number 382 June 5, 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.**

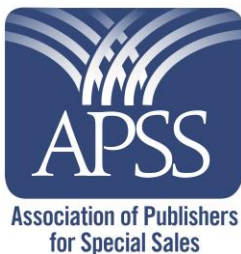
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Or www.premiumbookcompany.com**

**Top inquiries from the salespeople
for the week ending 6/2/17**

<u>Title</u>	<u>Quantity</u>
<i>Snob Free Wine Tasting</i>	1800
<i>Ten Tips to Get Kids Outdoors</i>	2200
<i>I Want to Be the Only Dog</i>	450
<i>Secrets to Stepfamily Success</i>	2750

News From APSS

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



Mentoring Program for Special Sales

APSS has a new program that can help you generate profitable sales by working directly with an expert on a variety of book-publishing and marketing topics. You are invited to participate and talk to an industry professional at no charge.

You can talk with people to ask questions or learn about how they can help you. If you both agree to continue the relationship, you can do so at a mutually-agreed-upon fee.

Sign Up Today

There is no cost for you to be matched with a mentor, who will then contact you individually to arrange a mutually convenient time and date for the initial consultation.

Experts Are Ready and Willing to Work with You on These Topics:

- ▶ Book Displays
- ▶ Commission sales to non-bookstore buyers
- ▶ Book Design and Development
- ▶ Branding and Website Design
- ▶ Business Planning
- ▶ Cover & Interior Design
- ▶ Distribution (to bookstores and other retailers)
- ▶ Ebook conversion and distribution
- ▶ Editing
- ▶ Fulfillment
- ▶ ISBNs
- ▶ Printing
- ▶ Publicity
- ▶ Publish-on-Demand
- ▶ Sales & Marketing
- ▶ Screenwriting
- ▶ Shipping
- ▶ Services for Speakers

APSS mentors guide you by:

- Providing one-on-one guidance via in-person, telephone or e-mail meetings
- Being a good listener and sharing positive reactions and constructive criticism
- Providing resources and guidance for training and development opportunities
- Providing exposure, visibility and coaching in support of your development
- Helping to identify options for solving specific problems
- Helping to set realistic goals and providing encouragement

If after speaking with an APSS professional you have your questions answered and you decide not to move ahead with that person, there is no cost to you. For more information or to arrange a meeting, contact Brian Jud, Executive Director, APSS, BrianJud@bookapss.org (860) 675-1344

Upcoming 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*; By Brian Jud; 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)

Getting Lead Times Right. One of the biggest mistakes a publisher can make is to accelerate the publication date to meet some artificial deadline. The most important date you should keep in mind is the lead time demanded by the largest book retailers. They do this to establish a coherent budgeting procedure, which means if you insist on a one-month lead time, you will not get your book onto the shelves of America's biggest accounts. Most

distributors will counsel you on the best timing for your book. Listen to them because they are trying to maximize your initial sales with book retailers.

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)

Independent publishers may have an edge over larger publishers in the sense that a company may not want a bestseller as a premium. If *everybody* already has it, it would be less desirable as a sales promotional tool. A less known, but equally applicable title, may be preferred. For similar reasons, your prospect may want an exclusive on your title. It will not want to waste its promotion dollars if someone else is offering the same title in a promotion.

Kremer's Korner

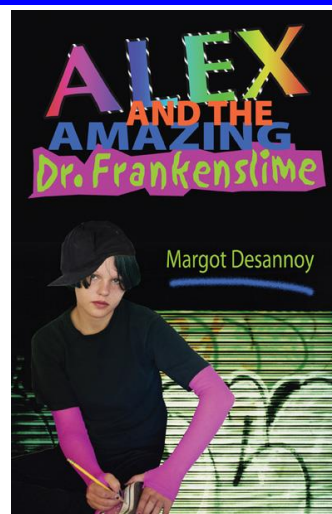
(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

If you would rather not sell your overstocked books at a loss, you can donate them to specific causes. For example, in the past publishers have donated books to schools, libraries, churches, prisons, charities, public television stations, 4-H clubs, scouting groups, garden clubs, and other nonprofit groups. Publishers can deduct 100% of the production costs of any books donated (200% if the company is incorporated), plus 100% of the freight and 100% of administrative fees.

The Cover Story – Dotti Albertine

(Dotti Albertine of Albertine Book Design is an award-winning book designer and a professional who has been in the business for over 20 years. She can be reached at: www.AlbertineBookDesign.com | 310-450-0018 | dotti@dotdesign.net)

This book is written for 12-year olds, not for their parents. Written as fiction by marriage and family therapist, Margot Desannoy it is the journey of Alex who finds herself in psychotherapy after her parent's divorce because of the father's alcoholism. Alex is bright, clever, hurt, angry and delightful. Margot, who in real life provides counseling for kids such as Alex, says they call her "Maggot DoesAnnoyMe—Freaky Counselor" behind her back, and she wouldn't have it any other way. The photo of Alex is a Getty image extracted from the original background and superimposed over graffiti. The cap was placed later, since Alex loves baseball and is a tomboy. The trick was to find just the right "Alex" and keep it light and appealing to this young audience.



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)

As the result of my life experiences, I created what I call my 4 Mantras - today is number 1. "We have a moral obligation to become the very best person possible we can with the God-given talent we were born with." My life's priorities are: Spiritual, Health, Relationships, Emotional, Intellectual/Professional and Financial -- in this order. So, with this said, I encourage everyone to base their goals and their daily actions on how they can be better every single day - created daily habits, that lead to major progress - it's a matter of habits - daily habits.

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.)

When Does Copyright Exist? Copyright exists *automatically* when a work is created. A work is “created” when it is fixed in a copy for the first time (in a writing or recording, for example). Contrary to popular belief, you do **not** need to register your work with the Copyright Office for your rights to exist. But there are substantial legal and financial benefits if you do register so order the e-Report on the *Benefits of Copyright Registration* for more information.

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eBooks2go offers unique solutions to publishers and authors worldwide. For publishers, our services include providing eBook Conversion services, global distribution, Royalty reporting and e-commerce solutions. We have developed our own CMS (Content Management System) to sell online Print / eBook editions. For authors, we provide a wide variety of services including file conversions, eBook distribution, cover designs, and even marketing assistance.

Additionally, eBooks2go has a media book partnership with a major radio station to get children’s books, family/childcare and cookbooks on the air for story times for all families to hear! It is our mission to become the official one-stop shop for everyone’s self-publishing needs. Contact Leslie Chirchirillo at 847-598-1150 Ext. 4141 or Leslie@ebooks2go.net

Guest Columnist - Jeniffer Thompson

(Jeniffer Thompson’s design company, Monkey C Media, specializes in author web site design and Internet Marketing strategies, book cover designs and author branding development. www.monkeycmedia.com)

Tracking Traffic to Your Web Site. Think of your web site as your dynamic sales team working overtime to sell your book, share your message, and build your audience. Isn’t it time you keep track of your online sales force? In order to gauge the effectiveness of your site’s message, you will need to track your traffic and see how many of your visitors are converting into revenue. A great tool for this purpose is Google Analytics; it’s free and easy to use. Once you understand the surfing habits of your visitors, you will be better equipped to fine tune your sales funnel and convert traffic into revenue.

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

The perfect guest on television is someone who believes in his topic, can answer concisely and can sit nice and steady

Marketing Strategy

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

Why is word-of-mouth advertising so effective? “When savvy to the source of a message people tend to discount the stimulus as boring or manipulative. When the audience knows the formula, the magic trick isn’t magic anymore, it’s just a trick. “Derek Thompson

The Very Idea

(Editorial by Brian Jud)

Once you set a goal for yourself, do not let anything prevent or slow you down from achieving it, regardless of obstacles that may appear. In order to be motivating, goals should be...

... **clear, specific, measurable, time-sensitive and written:** You will sell X0,000 book to corporate buyers by December 31, 2013

... **realistic.** Set goals within the realm of what is possible for you to accomplish.

... arranged hierarchically. **Arrange your goals from the most to the least important.**

... **part of a plan.** Your product, distribution, pricing and promotion strategies should all work together to reach your objective

... **followed up and make them work.** Plan your work and work your plan.

... **evaluated regularly.** Assess your progress to make sure it is forward and goal directed. If it is not, make the corrections necessary to get you back on course.

... **focused on the solution, not the problem.** Don't fight problems, *right* problems. Set goals to reach profitability, not to avoid a loss.



... **set when you are in a negative frame of mind.** Negativity can overpower your thoughts when revenue and profits are down.

... **derived from a sense of purpose.** Purpose breeds passion, the unfailing belief in yourself and your ability to make your goals become reality.

... **flexible.** Your mission statement should be entrenched in granite, but there must be some flexibility in the way you implement your plan to fulfill your vision.

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)

When networking, understand that "people are more likely to remember encounters that are emotionally charged." Instead of starting with "I just got back from vacation," use an opening line that sparks pleasure such as, "Do you have any exciting plans for this summer?" Another example is, "What was the highlight of your day?" (*Wall Street Journal*, May 24, p A15) These questions also put the focus on the other person – usually their favorite subject.

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)

Should your book contain a ReadMe file? Many software programs include ReadMe files. These help computer users prepare to install new software programs, or upgrades, on their computer. ReadMe files typically highlight tips and information that can ensure a trouble-free installation. The idea of ReadMe files could be applied to many books, especially self-help and business how-to books. The book equivalent of a software program's ReadMe file could help authors:

- Focus the reader's attention on key ideas, chapters, benefits, and features found in the book.
- Help readers prepare for reading the book by listing resources that readers might want to assemble before reading, such as preparing not-taking sheets, printing-out forms or worksheets, gathering information that might be required while reading.
- Provide instructions for reading the book, helping readers pre-qualify their interests and needs, so they can go directly to specific chapters or indicating which chapters can be skipped, or read later.
- Reinforce the book's benefits and value. By summarizing the benefits of the book's contents, authors can precondition readers to enjoy a positive reading experience, resulting in more referrals and online reviews.

Conciseness is a key to a successful "ReadMe" experience. Although most books have introductions covering the above points, often the information described above may not be noticed because it's contained in paragraphs distributed throughout the introduction.

Perhaps more readers would benefit if a book's ReadMe information was consolidated in 1 or 2 concise, easily-scanned, pages where it would be easier to notice and easier to read.

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)

IngramSpark
<https://www.ingramspark.com>

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

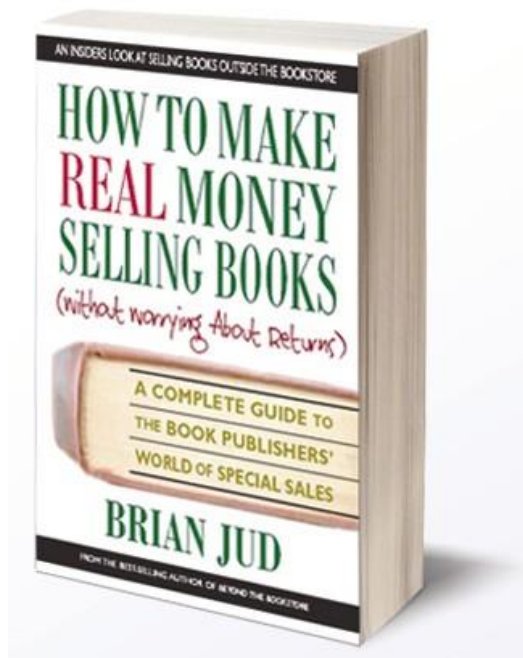
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Do you have a quick question or two about how to get started in special sales?

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

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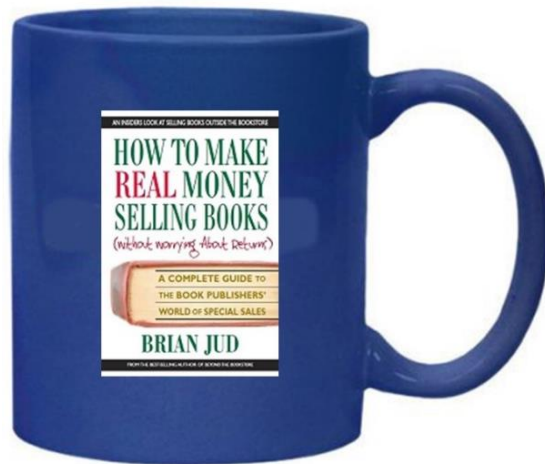
A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create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