

Here is your June 19 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 Jeff Davidson.

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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 13, Number 383 June 19, 2017

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**Top inquiries from the salespeople
for the week ending 6/16/17**

<u>Title</u>	<u>Quantity</u>
<i>How to Live Well</i>	800
<i>What Teenage Drivers Don't Know</i>	1400
<i>How to Write Heartfelt Letters</i>	350

News From APSS

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



Association of Publishers
for Special Sales

Penguin Random House is getting in the T-shirt business. A recent issue of *Wall Street Journal* (page B3) described how people "want a souvenir from the reading experience" and will wear a t-shirt, socks or get a coffee mug or other promotional item with their favorite book cover or character on it.

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 Brian Jud's article about 10 ways your book can be used as a corporate promotional tool and get more sales for you, at <http://tinyurl.com/n5pkv7g> In addition, APSS can help you 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 or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items

Upcoming Marketing Webinars

June 20: *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)

Marketing is a very misunderstood word when it comes to selling books through bookstores. With most consumer brands, marketing is based on sophisticated and expensive testing. Almost nothing is left to chance, which is not so much a guarantee of success as it is a reduction of the cost of failure. Book launches involve little or no testing and therefore might be compared to a baseball batter taking a swing at a curve ball. If he hits the ball one third of the time, he is considered a star. So it is with many trade books on a publishers list. A few home runs pay for many swings that miss. Publishers try to mitigate this situation by finding well-known authors who have previous successes, or barring that, they use the media as extensively as possible to create buzz and sales. So, one reason book publishing is a risky business is because most of the marketing is done after the launch when the investment in books has already been made. This would suggest that for most books a conservative first printing would be the wisest course of action.

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)

The total market size of incentive travel and merchandise incentives is \$46.1 billion, according to the Incentive Federation. Companies using incentive travel spent \$13.4 billion and those using merchandise incentives spent \$32.7 billion. Among companies that used incentive merchandise, the most common application was for non-sales employee recognition followed by business gifts.

Kremer's Korner

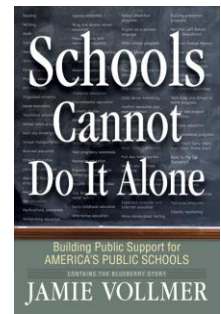
(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

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 – 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) george@fostercovers.com)

This book is aimed at school administrators and policy makers and we want to convey that the author knows the challenges they have. The scene depicted is a classroom chalkboard with a list of schools' ever-increasing tasks and responsibilities written on it. The title is very large but a yellow subtitle jumps out. There is a reference to the famous blueberry story, meaningful to school professionals. The title's seriousness is supported by a subdued color scheme.



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 2. "Make a positive difference in every life you come in contact with." It can be as simple as a smile or a sincere compliment or a simple gift or a book or an introduction to a friend - in other words, it doesn't have to be something extraordinary - make something happen! 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.)

How Long Copyright Protection Lasts

The duration of copyright protection depends on when a work is created and always runs through the end of the calendar year in which it expires. But in general for works created on or after 1978, protection lasts for the life of the author plus seventy years after her death. For additional information and specific details about pre-1978 works or those created on a work-for-hire basis or by more than one author, see *Copyright Companion for Writers*.

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Guest Columnist - Jeff Davidson

(Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information.)

Don't Make Me Scroll

If you're an author with a sophisticated website, this might be enlightening: It happens so often I want to scream. I'm enticed by some web link that offers "10 ways to know this," "the 10 best of that," or some other roster. So I go ahead and click, and am brought to a site.

Instead of giving me a roster that I can read and save for future reference, I have to scroll through a variety of pictures with captions. The pictures themselves take time to load, are not easy to navigate, and often end up being disappointing. By the time I reach the 5th or 6th item in a roster of ten items, I wish I hadn't visited at all.

Reading, the Lost Art

Contrast the experience above with the opportunity to encounter a list of 10 items, quickly peruse the list, and determine in seconds whether or not I want to continue.

I recognize that the world is becoming less literate. Video on the internet is gobbled up much more quickly than text. I'm a "text" person and have no desire to change if only because the advantages of being able to save the text are too numerous to mention.

Web editors: If you want to capture my attention, offer your rosters in a manner that I can quickly read, to determine whether or not the roster merits more of my time. Your scrolling, picto-gram obstacle courses don't cut it with me, and I won't return. Thank you

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

You've got to look at your book and say, "What's the most important thing I have to hit?" And you've got to say it in about two sentences. That's all the time you get.

Marketing Strategy

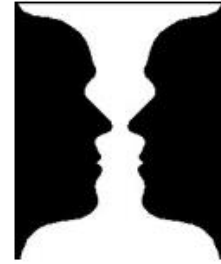
(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*; www.bookmarketing.com)

On October 14, 2017, nearly 300 libraries across North America will invite thousands of local writers in their communities to join them for a day of celebration and inspiration dedicated to indie authors (<http://indieauthorday.com>). During last year's inaugural Indie Author Day, libraries big and small hosted events where local authors connected, networked and mingled, shared experiences and offered advice to one another. Locally-written books were also featured to library patrons in their communities through displays, book signings and more. In addition to each library's activities, all participants united for an hour-long digital Q&A session with publishing and library industry experts. Find a library in your state here: <http://indieauthorday.com/where/>

The Very Idea

(Editorial by Brian Jud)

What you see is often a function of how you look at something. For example, some publishers look at libraries as one homogeneous niche. But not all libraries are the same. There are public libraries, hospital libraries, school libraries, military libraries, prison libraries, children's libraries, corporate libraries, law libraries, religious libraries and more. They buy for different reasons, so you must market to each differently. Look for the opportunity in every market. Things are not always as they seem at first glance.



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)

Have you ever heard people say, “break a leg” and wondered where that phrase originated? In the early days of Greek theater, a stage was built as a temporary platform. After a performance, people in the audience would surround the actors on the stage to congratulate them. The better the actors' performances, the larger the number of people who would approach them. If too many converged on the stage the supporting legs could – and often did – break.

The concept of your marketing platform is analogous to a stage. You are the only person on it, clearly visible to all your devotees. But your fans are in the audience looking up at you on your platform, which is propped up by a number of legs. Build a strong foundation of “legs” -- relationships with people who will support you through and beyond the introduction of your book.

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)

Recommended format for adding dates to filenames. Here's an easy way to keep track of the latest versions of manuscript drafts and mind maps. Simply insert the current year/month/date ahead of the filename when saving the file, or using the File>Save As command, i.e., 090629Filename.doc. This way, the next time you use the File>Open command, the files will appear in the correct order. For example: 090609Filename.doc 090611Filename.doc 090616Filename.doc 090629Filename.doc

There are two things to bear in mind, however. First, you must use numbers, rather than spelling out the names of months. Second, you must use two digits to indicate months or years. To indicate a June date, you have to enter 06, rather than just 6. Single digits throw off the sequence.

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)

Website of the Week
<http://manybooks.net>

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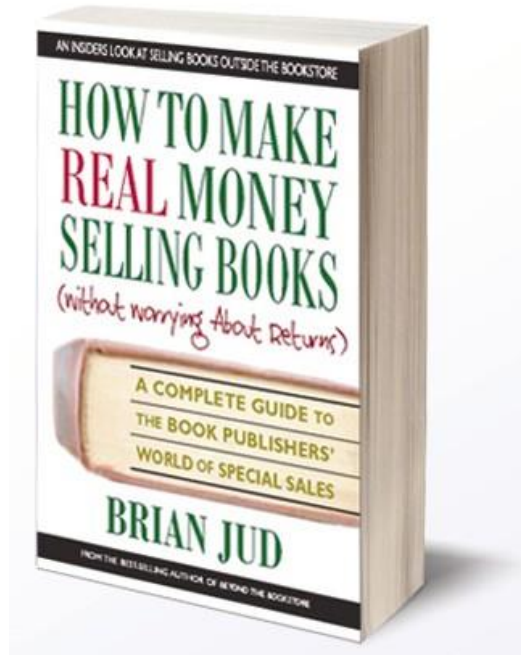
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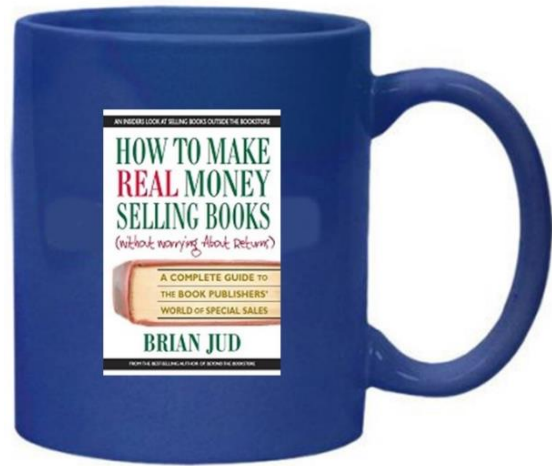


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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway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

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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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>