

Here is your July 3 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 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 14, Number 384 July 3, 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
Or www.premiumbookcompany.com

Top inquiries from the salespeople
for the week ending 6/30/17

<u>Title</u>	<u>Quantity</u>
<i>HERO and HALLE New Friends</i>	1800
<i>CHANGE-friendly LEADERSHIP</i>	7500
<i>A Place to Call Home</i>	650
<i>DEEP DIVE: Sanctuary Cities</i>	300

News From APSS

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



Each month APSS holds a drawing to randomly select one of our members to be the Member of the Month in the APSS Sweepstakes. Our winners for the first half of 2017 are:

January: Ron Dutton, Wasa Trends Publishing Company
February: Judy Kundert
March: Catherine Woodhouse
April: Jim Kepler, Adams Press
May: Colin Price, Song Bird Press
June: Marianne Martin, Bywater Books

Each received a pdf of Brian Jud's book, *Beyond the Bookstore* and half-hour consultation with Brian to talk about how to sell their books to non-bookstore buyers. Our intention is to have them leave the call with a better understanding of how their books can be sold to special-sales buyers -- and create a list of potential buyers for them.

"Brian's insights were creative and refreshing. His cutting-edge marketing ideas gave me the boost I sorely needed to confidently take my next steps!" Catherine Woodhouse

We'll announce the next winner on July 15th, and another on the 15th of each following month. You will have 12 chances to win each year -- and you are already registered! There is nothing you have to do but keep your APSS membership up to date.

To Your Success,
Brian Jud
Executive Director, APSS

Upcoming Marketing Webinars

July 11: "The Selling Power of Book Design," by Tamara Dever; 6:00 pm ET, <http://tinyurl.com/yd857whd>

July 20: "Write A Book That Grows Your Business," by Robin Colucci; 6:00 pm ET, <http://tinyurl.com/ybllagzu>

July 25: "The Marketing Begins BEFORE the Writing Ends: 7 Steps to Getting It Right for YOUR Book," by Sharon Castlen; 6:00 pm ET, <http://tinyurl.com/kqfrbws>

Notes from the Front Lines

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

I see seven key decision points that need to be addressed as a book is being prepared for publication. 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 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)

Sell your book, by selling someone else's book. By selling your book to companies and business customers, you have found that there is a target market.

If you have a cookbook.... Target may be people who cook.
A financial book.... banks, credit unions etc....

But, if you have a cookbook, why not partner with authors who are equally interested in selling their books. Then merge ideas to sell each others' books as well. This opens the door for each other, in different areas of the country and provides additional opportunities for your book. Meet by phone at least monthly and discuss target markets etc. We can help you find people and join forces to conquer the world!

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>)

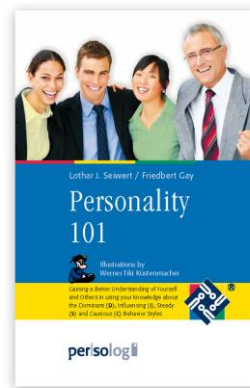
When creating sales literature for librarians, list the publication dates for your new and forthcoming titles so librarians can be sure when your books will be available; then be sure to meet those publication dates. List the month and year of publications for your backlist titles as well; librarians like to know how current the information is in any book they order. Providing the copyright date and ISBNs also helps librarians to avoid ordering books or editions they already have

The Cover Story – Kathi Dunn

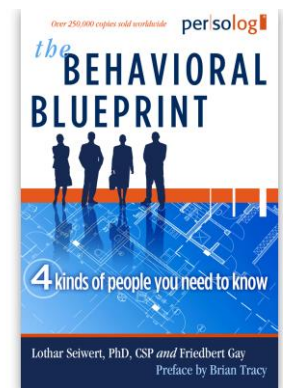
(Kathi Dunn is Senior Designer at Dunn+Associates Design, a national award-winning firm specializing in bestselling book cover design, strategic branding and promotional materials for authors, speakers, and experts. Dunn+Associates' client list includes Tony Robbins, Jack Canfield, Ken Blanchard, Mark Victor Hansen, Deepak Chopra, Prentice-Hall, Simon & Schuster, HarperCollins, and Hay House, among others. To learn more, visit www.dunn-design.com. For a complimentary 30-minute consultation, call Dunn+Associates at (715) 634-4857 or email info@dunn-design.com.)

Retooling a Foreign Bestseller by Kathi Dunn

Book covers must adapt to cultures and personalities. The German publisher persolog® asked us to redesign their successful European book for the US market. The goal of persolog is to help people to develop themselves and the organizations they are working in, enabling them to view different life situations in a new light, promoting an efficient cooperation between people. The previous design's primary image was dated and off base for the US corporate market. The fresh new design speaks to the four distinct personality types and the blueprint necessary to understanding and working effectively with them. <http://www.dunn-design.com/behavioral-blueprint/>



Before



After

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. Mantra # 1 is we have a moral obligation to be the best person possible. Mantra # 2 is we have a moral obligation to make a positive impact on every person we meet. Today's Mantra is # 3 - One idea, well executed (spiritual, health, etc.) can change your life forever. Be a reader, a learner in all areas of life - read a minimum of one book a week. That will put you in the top 1% of American adults.

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.)

What a Copyright Owner Has the Right to Do. In general, the Copyright Act gives a copyright owner the exclusive right to do and to authorize others to do (or preclude others from doing) the following:

- **Reproduce** the work (make copies)
- **Prepare derivative works** based on the original (create a motion picture based on a novel or a novel based on a motion picture)
- **Distribute copies** of the work to the public (publish) by sale or other transfer of ownership, or by rental, lease, or lending
- **Perform the work publicly** (a public reading)
- **Display the work publicly** (hang a painting in an art gallery)
- **Perform the work publicly by means of a digital audio transmission (DAT)**, in the case of sound recordings

Collectively, these rights are often referred to as an author's exclusive bundle of rights. To find out what copyright does not protect, order the e-Report titled **What Copyright Does Not Protect** or the book *Copyright Companion for Writers*.

Featured Supplier – McNaughton & Gunn



Since the printing of our first title in 1975, McNaughton & Gunn has been proud to share your stories. Today, the team at our Michigan-based headquarters produces over 6,000 titles annually. We specialize in short to medium runs for web, sheet fed, and digital printing. We also provide eBook conversion. Most recently, McNaughton & Gunn received its certification as a Woman-Owned Business! Contact: ConnieS@mcaughton-gunn.com

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)

Usually you can use your own name as your business name and do not need to file a fictitious name registration, called a DBA (Doing Business As) name filing, with your state or county. If you form a publishing company you will probably choose a business name. Check with your Secretary of State to see if the name is available and to determine their name-registration requirements, Search www.business.gov and use the keywords “fictitious business name” for requirements for filing a fictitious business name in each state.

You're On The Air

(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)

I love to go on tour. I meet store managers and other people, building relationships over the years. Then when I come out with my next book I tell them, "I've got my new book out. Will you talk to me?" And they do

Marketing Strategy

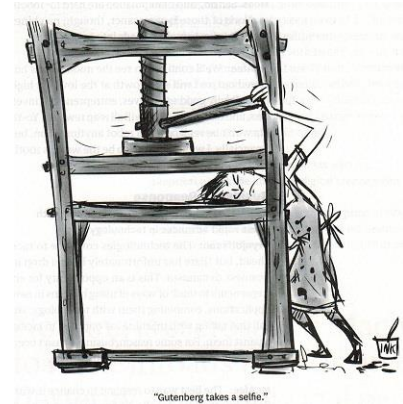
(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*;
www.bookmarketing.com)

Instead of having “Tunnel Vision” where you only see sales opportunities through bookstores, acquire “Funnel Vision” where you regularly add potential non-bookstore buyers into your prospecting funnel and qualify those who are most likely to buy; then contact them.

The Very Idea

(Editorial by Brian Jud)

Gutenberg taking a “selfie”



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)

We are halfway through the year. Are you on track to reach your 2017 goals? Try writing your second-half goals differently to find new ways to reach them. A goal to “Sell X0,000 books by December 31, 2017” places your focus on selling books. If you say, “Reach net revenue of \$X00,000” you expand your focus to profitably selling your content through books, booklets or other formats. And you could increase revenue through corporate sales, consulting and/or speaking.

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)

There's more to editing than proofreading. Authors sometimes view the need for editors as a sign of weakness. They often think: "I've probably made some grammatical or spelling mistakes, and I guess I need an editor to fix them." But, there's more to editing than "fixing" grammar and spelling. A good editor can save you months of wasted effort by helping you identify what you're trying to accomplish before you begin writing.

The above process is called "developmental" editing. It takes place before you write your book. Developmental editing involves working with a book coach in order to fine-tune your goals for writing a book, identifying the contents and organization of your book, and creating a marketing plan for your book.

A book proposal is the result of working with a developmental editor. A book proposal is a business plan for your book. It describes the market you're writing for, the benefits they're going to enjoy, the competition your book will be judged against, the contents that will make your book unique, and how you're going to market your book.

Why can't you do this yourself? You could, if you had experience and time! But, working with a developmental editor can help you prepare your book proposal faster and better than you could by yourself. The process of conversation and collaboration gets your book started on the right track, without the isolation that comes from trying to do everything yourself.

Good developmental editors are often published authors who understand publishing and are who available to work with you as you explore options and develop a content plan and marketing plan for your book.

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)

Writer Unboxed

<http://writerunboxed.com>

This site began as a collaboration between two aspiring novelists who tried to understand what makes good novels work. The site now includes contributors from all walks—from the not-yet-published to bestselling authors and industry leaders—and has grown into a rich community for writers interested in the craft and business of fiction.



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

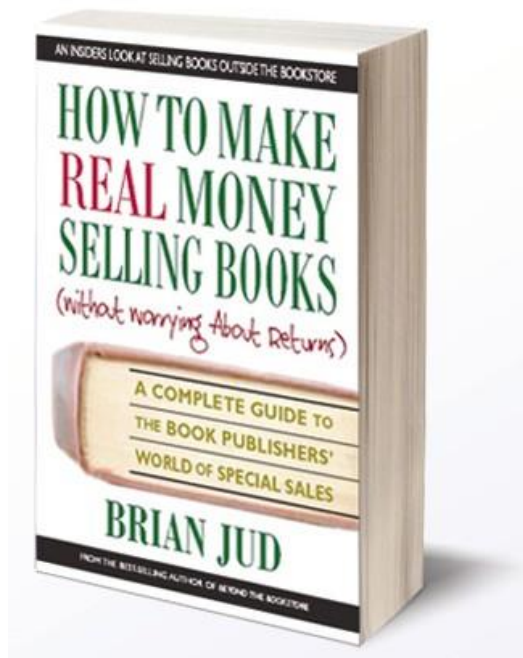
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Do you have a quick question or two about how to get started in special sales?

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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?

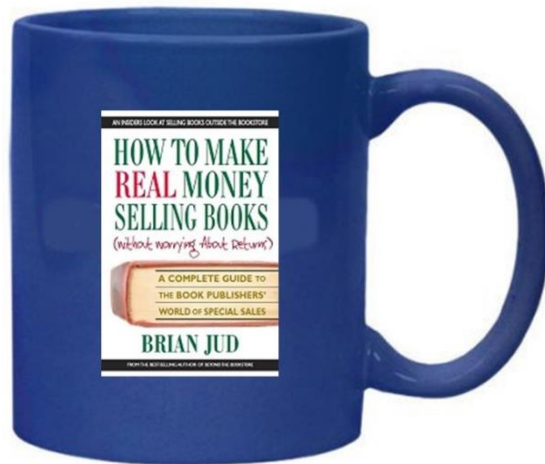
A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales
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Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at www.bookapss.org/PromoItems.pdf 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 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

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

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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>