

Here is your July 17 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 Dana Lynn Smith.

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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 15, Number 385 July 17, 2017

Do you want to sell more books to non-bookstore buyers? Join our commission-based special-sales program.

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**Top inquiries from the salespeople
for the week ending 7/14/17**

<u>Title</u>	<u>Quantity</u>
<i>The Empty Chair</i>	250
<i>104 Simple Stress Relief Tips</i>	1850
<i>Decisions That Count</i>	2600
<i>Be a Genie</i>	1300
<i>The Healer Is You</i>	680

News From APSS

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

**Display your books at shows with large, targeted audiences –
only \$50 per show for APSS members**

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! This price is only for APSS members. Here are the upcoming events with July deadlines at which they can display your books (more to come every month):

Deadline July 19

American Psychological Association's 125th Annual Convention. Each year the American Psychological Association (APA) Annual Convention celebrates this science by providing a forum for various professional, scientific, and educational issues relevant to the field of psychology and their impact on society.

Deadline July 19

Annual Meeting of the Academy of Management. This is a leading professional association for scholars dedicated to creating and disseminating knowledge about management and organizations. Members are scholars at colleges, universities and research institutions, as well as practitioners with scholarly interests from business, government and not-for-profit organizations. The AOM has 18,000 members from 103 nations.

Deadline July 19

National Conference of African American Librarians continues to be an integral part of the American Library Association as it has during the forty-year history of the organization. It is an advocate for developing, promoting, improving library services, and resources to the nation's African American communities, and provides leadership for the recruitment and development of professional African American librarians.

Deadline August 7

American Political Science Association Annual Meeting & Exhibition. The American Political Science Association is the major professional organization in the United States whose members are engaged in the study of politics. Association membership, numbering approximately 15,000 individuals and institutions, is composed primarily of political scientists conducting research and teaching in U.S. colleges and universities.

- All books are displayed face out, visible to all attendees
- 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. To make the \$50 payment (per title) please use Paypal account brianjud@bookapss.org or contact 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.

Upcoming Marketing Webinars

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)

Self-Publishing works best when your overall operating costs are low. The only way to achieve a low cost publishing paradigm is to outsource almost all essential publishing activities from editorial and printing to sales and distribution. But beware: outsourcing is a great strategy only if you are able to put together a great team. This takes time. It may mean going back to the starting block several times before the team that is just right for your publishing program, but it is essential to keep at it until you are satisfied that the team is working in concert with you.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtehn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

Low-priced items (such as booklets) might be given away with each purchase of a minimum quantity of some product, or as a reward for visiting a website. It is considered a continuity program if these are given as a series. An example is to encourage return visits to your site about cooking by providing a cookbook in sections to be collected as a complete book over a period of time. If these sections were sold at cost they would be considered a self-liquidator

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>)

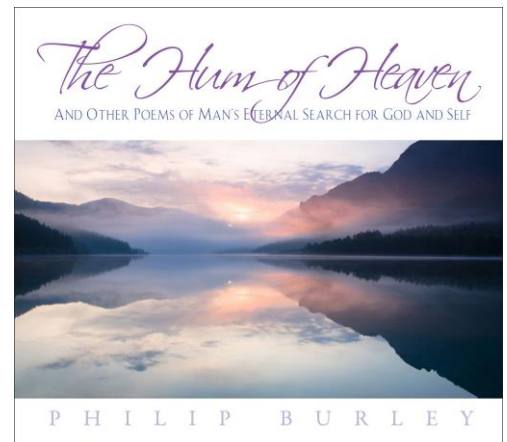
When negotiating for first serial rights, you should consider what price to ask. You don't want to price your book out of the market, but at the same time you want to get a fair price. Here are a few guidelines to use in determining your price:

- 1) The higher the circulation of the periodical, the more it can generally afford to pay.
- 2) How much of your book do they want to excerpt?
- 3) Does the publication want exclusive rights to the entire book or to just part?
- 4) For how long do they want exclusivity?
- 5) Syndication rights should sell for more than first serial rights to one publication.

The Cover Story – Michelle DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

The Hum of Heaven by Philip Burley is a spiritual poetry book. We chose a photograph that suggests the connection between our physical world, a creator, and paradise. We used a white background, which is common for books in this genre. This also served as a frame to keep the focus on the beautiful image. A flowing, calligraphic script was chosen to convey the emotional nature of the text to the reader, and by using a color from the photo for the title text we created a unified design.



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.

This is the 4th Mantra of my 4 - one person who we attract into our life because who we have become (see #1) can change our life forever - so make sure you have a simple but powerful networking system.

It has been my experience that folks who make these 4 concepts a priority will exceed their goals - I believe it's almost impossible to dream big enough - as Felix Dennis says, "Forget the big idea, it's execution."

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.)

Registration of your copyright with the Copyright Office (www.copyright.gov) creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for copyright protection, it is necessary for other reasons.

Featured Supplier – McNaughton & Gunn



The APSS Shipping Program, managed by PartnerShip®, is a comprehensive inbound and outbound shipping program that combines simplicity, savings, and value to all APSS members. As the APSS-endorsed shipping management provider, PartnerShip works with nationally known carriers to provide unparalleled customer service and significant savings on every shipment. Members who enroll in this free program receive discounts on small package, LTL freight, and tradeshow shipments. Call PartnerShip at 800-599-2902 or visit PartnerShip.com/APSS to sign up for these savings today. See a [video](#) about Partnership

Guest Columnist - Dana Lynn Smith

(Dana helps authors learn how to promote their books through her how-to guides, one-on-one coaching, blog and newsletter. For more tips, visit www.TheSavvyBookMarketer.com and follow @BookMarketer on Twitter.)

Make Your Blog Interactive by Encouraging Comments. Get readers engaged on your blog by encouraging visitors to comment on your posts. Many blog readers enjoy reading comments and comments can spark a discussion among readers. One easy way to encourage comments is to include a sentence at the end of some posts inviting comments. For example, ask readers what they think of the post or invite them to share their own tips. You can even write a post specifically designed to elicit comments. It's a good idea to thank each commenter and perhaps make a further comment based on what they said.

You're On The Air

(Jim Bohannon, Host of the nationally broadcast Jim Bohannon Show)

In terms of belligerent callers, it depends entirely on the nature of the belligerence. If it's a personal assault, it's the host's job to avoid it. If it's a subject of legitimate concern, and the caller brings a certain passion to the topic, then I just let the guest and caller mix it up. If the guest has written a book on anything that approaches controversy, he or she must be aware of the fact that controversy will arise.

Marketing Strategy

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

If you want to sell 10,000 books through bookstores, you must find 13,000 different people to each buy one – assuming a 30% return rate. Also consider additional costs for shipping, damaged books and restocking. Why not sell 10,000 non-returnable books to one corporate buyer, and have them pay for shipping? You can do that, and APSS (bookapss.org) can show you how.

The Very Idea

(Editorial by Brian Jud)

Use market research appropriately. It is not a tool to find answers, but to uncover opportunities. Suppliers of farm products 100 years ago may have asked farmers what would make their lives easier. They would have replied, “A horse that is twice as strong and eats half as much oats.” Luckily, researchers looked at the need behind the answer and developed a tractor.

What does this have to do with selling books? If you ask people in your target market where they buy books, they would probably reply, “On Amazon or in bookstores, of course.” Your reaction might be to increase your shelf space in bookstores. Ah, the sound of a buggy whip.

Astute marketers would think differently. “If that is where everyone else is selling their books, I’ll seek sales opportunities where my competition is not,” they would resolve. They might sell a management book in airport stores (not necessarily airport bookstores), or their book about golf in pro shops or through Dick’s Sporting Goods. Depending on the topic, you might sell through gift shops (in hotels, hospitals or museums), supermarkets, niche book clubs or catalogs. A publisher of barbeque cookbooks with “messy” recipes might contact a consumer products company that is about to release a stain remover.



The company could buy tens of thousands of the books and give them away while proclaiming that their product could remove a stain caused by any recipe in this book.

The point is to do market research, but then analyze the answers creatively. Who are your target buyers: individuals, store owners, teachers or brand managers? What are they trying to achieve? Then help them do that through your content by making it available where they shop, travel, congregate or work. Quit horsing around and make market research a stable part of your marketing toolbox.

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)

Planning to market your books is like preparing an item to be painted. The preparation usually takes longer to do than the actual painting, but it must be done in order for the end result to look good.

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)

Monitor the Readability of What You Write - - For Free! Hidden inside Microsoft Word's Tools menu is a powerful feature that can help you monitor the readability of your writing. Readability is a measure of how easy, or difficult, readers are likely to find your words. The easier it is to read your words, the more likely your words will be read. The harder it is to read your words, the less likely your words will be read (and acted upon).

Microsoft Word includes two widely respected readability tools, the Flesch-Kincaid Reading Ease test and the Flesch-Kincaid Grade Level test.

Reading-Ease. High scores in the Flesch-Kincaid Reading Ease test indicate easy-to-read passages. Low scores indicate hard-to-read text.

Grade Level. The Flesch-Kincaid Grade Level test indicates the number of years of education generally needed to understand the text. Low scores indicate easy-to-read text; higher-grade levels indicate fewer potential readers.

To measure the readability of a Microsoft Word document using the Flesch-Kincaid tests, select Tools, Spelling and Grammar, and Options. When the Options dialog box appears, click the radio button next to Show Readability. The next time you spell-check your document, Word will analyze its readability. You'll be given a chance to correct potential trouble spots before you're presented with the Ease of Reading and Grade Level scores.

Note: the above passage's Reading Ease was 50.1, its Grade Level was 9.4 (i.e., high school freshman.) The relatively low score was a result of too many sentences, 18%, with passive verbs.

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)

Chronicling America

<http://chroniclingamerica.loc.gov>

Sponsored by the National Endowment for the Humanities and the Library of Congress, this site enables you to search America's historic newspaper pages from 1836 to 1922. You can also use the U.S. Newspaper Directory to find information about newspapers published from 1690 to today. All in all, this is a great research tool to add authenticity to your writing project.



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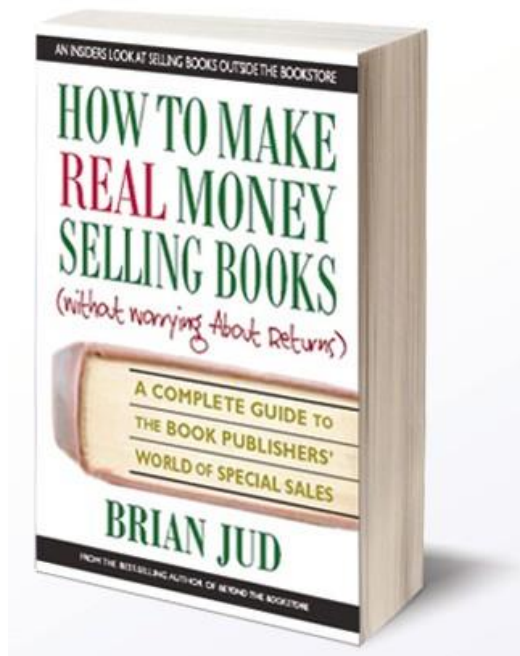
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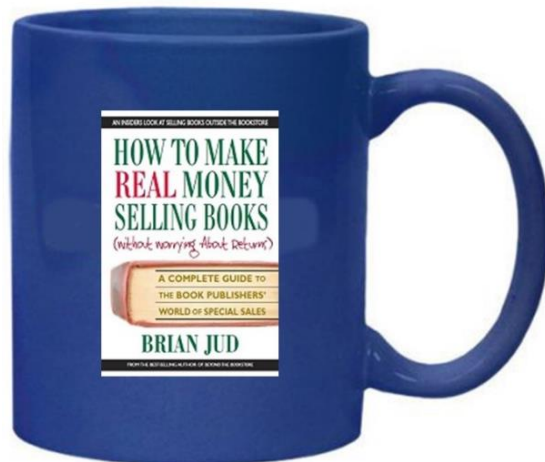


Increase Your Profits with Sales Promotional Items

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 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



Check out the [Writers and Publishers Bookstore](http://www.writersandpublishersbookstore.com) 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

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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>