

Here is your August 14 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 Brian Feinblum.

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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 17, Number 387 August 14, 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 8/11/17

<u>Title</u>	<u>Quantity</u>
Snob Free Wine Tasting	1300
Ten Tips to Get Kids Outdoors	750
UNTOLD	400
How Did YOU Get Here?	1900

News From APSS

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



Association of Publishers
for Special Sales

Exhibit Your Book at Frankfurt for \$125

The deadline to register your book(s) for display at the Frankfurt International Book Fair with the APSS discount is September 15, 2017. Register at <http://tinyurl.com/b8tk5t5> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

Upcoming Marketing Webinars

August 17: "Branding and Website Development," by Perry Yeldham, 6:00 pm ET;
<http://tinyurl.com/yczvc23h>

August 22: Midyear Marketing Evaluation," by Brian Jud, 6:00 pm ET, <http://bit.ly/2gODjjX>

Notes from the Front Lines

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

Now, I believe we are entering a new phase of growth and success for independent publishers worldwide and we predict that this will mean better services and better pricing from companies providing sales and distribution. This will mean that distributors will have to become more innovative, more flexible and more competitive in support of their publisher clients. And it will also mean that the publisher will have more choice and leverage when negotiating contracts with distributors. The distributor will have to become quicker, more responsive and more transparent in the conduct of their business and it will mean more growth and success for the publishers as the support for their titles increases in the trade marketplace. I am optimistic because there is real cause for optimism

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)

As a follow-up to last month's selling tip, consider this... buyers may not be interested in your entire book, rather, just parts of it, or chapters to enhance, educate or sell their products and services. (Remember, it's all about their products and services, not your book.)

Here is the next phase of thinking to consider: Take part of your book and tie-in a part of another book to make it a more valuable product for the client. In the July 31 example, we used a credit union who wanted to use "part" of a book at a lower cost. Using that same credit union, perhaps your cookbook recipes could be one-half of the book, while the other half of the book is financial advice for young couples. Therefore, you end up with a recipe for the kitchen along with recipes for the financial future of the recipient. The result? A unique product that can be given and appreciated by a wide array of clients.

Organizations such as APSS have thousands of members with books that can be used in such a manner. APSS can also help identify books that could be combined to be acceptable to a buyer's needs.

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>)

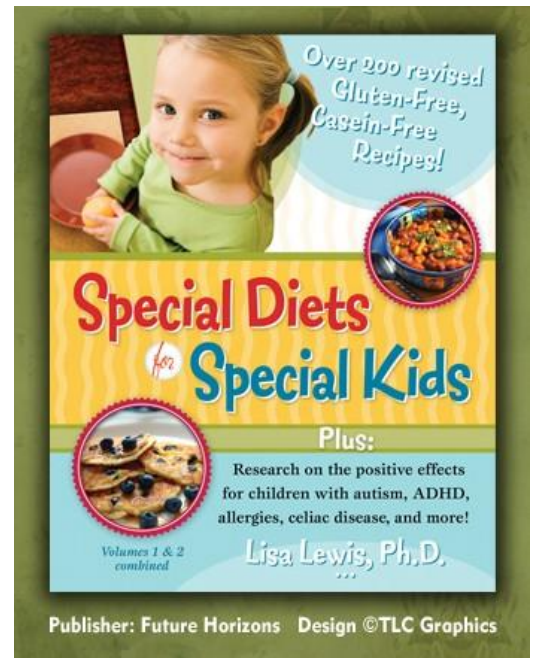
Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of "Basic 35mm Photo Guide for Beginning Photographers." To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

The Cover Story – Tamara Dever

(Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com)

Does it really matter if your book cover designer knows anything about the book's subject matter? The simple answer is, "yes and no." In most cases, a good designer can create wonderful, saleable designs armed with back cover copy, a synopsis, your marketing plan, and a little background on the topic. If however, you do find a designer who knows something about your subject matter, it can be a big bonus to get his or her added insight.

In the case of *Special Diets for Special Kids*, the publisher and author wanted to emphasize healthy foods, staying away from less nutritious kids' staples like cupcakes, pizza, and the like. As a person actually on this diet, I know that anyone with these restrictions simply wants assurance that they can still eat many of the foods they loved pre-diagnosis. Not showing this on the cover could turn potential readers away, giving them the impression it's all about boring health food that their already picky kids won't want to eat. By using photos that show a nice compromise between healthy and familiarity, this cover is attractive to kids and parents and invokes a "can-do" attitude.



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)

Video is changing the world. No longer does your message need to be neatly crafted between two book ends. Today your message can travel the net and end up in someone's living room, office cube, conference room, phone etc... The audience can now see your face, watch your expressions, truly be with you. If you are not incorporating video into your messaging, you are missing the impact it can make on your audience.

Answers to Your Questions About Non-Bookstore Marketing

(If you have a question about selling books to non-bookstore buyer, send it to BrianJud@Bookmarketing.com and he will answer it here)

Sarah Tufano asks: "How can fiction be sold to non-bookstore buyers?"

I hear regularly that "fiction can't be sold to non-bookstore buyers." That is simply not the case. There are two major areas in which to sell fiction: through retail stores and to non-retail buyers.

Let's look at retail first, where fiction outsells nonfiction. These could be through airport stores, supermarkets, pharmacies, health-food stores, warehouse clubs and discount stores. What about gift shops in hotels, museums, parks and hospitals? There are book clubs and catalogs that specialize in fiction. If your fiction is on a particular topic (such as pets or photography), sell to specialty stores (Petco or camera shops). You'll need a distributor for selling to most retail stores.

You can also sell fiction to buyers in the non-retail sector. They usually buy in large quantities and on a non-returnable basis. For example, the military branches – both domestic and overseas – purchase fiction. Contact www.readinggroupchoices.com for sales to the nation's many reading groups. Sell to the academic market, whether K-12, colleges and the burgeoning home-school segment. Don't forget libraries, and not just public libraries. Think military, religious, school, hospital, law and other niche libraries. Corporations might buy your novel to give to customers as a "gift with purchase" if you mention their brand name in your book. Associations

might have a bookstore on their websites, or you could sell your cause-related novel to the membership chairs to give to people as a “thank you” for joining or renewing their membership.

See Brian Jud’s book, *How to Make Real Money Selling Books* for more ideas and for instructions for selling to retail and non-retail buyers.

Guest Columnist - Brian Feinblum

What is PR Worth to an Author?

Publicity for an author can be invaluable, yet many writers have trouble placing any kind of price on what they should spend on book PR. Authors are like tippers at a restaurant overseas, unsure of what's customary or appropriate. Is a thousand dollars enough for book publicity? What about \$10,000 or \$25,000?

The truth is, at any price point one can find value or ROI, but it generally requires an investment of a decent size to generate a quantity of quality publicity. But how much is too little or too much?

On the lower end of the spectrum you can buy a variety of lists, such as of the media, and you can be given consulting advice. Some may write a press release for you. Beyond that, you need to compensate people for their time, skills, contacts, knowledge, and experience. Book publicity is a real art. Maybe you don't pay the equivalent of legal fees but it's more than renting out beach chairs.

A good publicist can save you time and money and as a result, score media exposure that leads to good things. The pay-off of a book publicist can't just be measured in immediate book sales. No, no, the savvy publicist can help you develop your brand, build a platform, shape your media resume, and open up doors for you. You also can be given an opportunity to share your message with millions of people. They can help you establish credibility and make a real name for yourself.

Media coverage can be parlayed into a number of things – rights sales (foreign, audio, film, digital), paid speaking gigs, consulting engagements, a promotion at work, a new book deal, or an opportunity to impact society. What price can you put on any of that?

Well, you can put a price on things based on:

- What do others charge for the same service? Make sure it's the same service from the same quality level of publicist.
- Doing it yourself. Too much time and learning involved.
- What would result if you spend your money on other things.

Book PR is a great investment when made wisely. It's not a question of whether you should spend money on PR, but how much and with whom? But as a rule of thumb, you need to make sure you are covering at least multiple types of media, such as traditional and digital or social media and speaking gigs. Even among each of those four areas, you need wide coverage. Traditional is TV, radio, and print -- local, national, and international. Social could consist of Twitter, Facebook, You Tube and Instagram. Digital could be podcasters, bloggers, online reviewers, and leading websites. That's a lot to tackle!

Book PR, like anything else, is worth what you can afford, what you think it's worth, and whether you made the right hiring selection. Bad publicity pros can cost you more than money – they can rob you of time and the opportunity to break through. They can hurt your brand and sully you on ever working with another publicist again.

Authors can't fully appreciate the value of a book publicist until they have one. A book publicity campaign that goes well and helps you get to the next level is worth a lot, but you'll need to decide how much you are willing to pay for it.

You're On The Air

(Excerpted from Brian Jud's e-booklet, *It's Show Time: 493 Tips for Performing Successfully on Television and Radio Shows*; www.bookmarketing.com)

Two concepts determine your relative success in answering questions on the air: preparation and flexibility. You may or may not know the questions you will be asked, nor the person asking them. But if you know your topic and know what you want to get across to the audience, you can perform well in any situation.

Marketing Strategy

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

Would you buy a book at a bookstore if its cover were covered up? According to the Wall Street Journal (July 11, p A9), "Booksellers across the country are enticing readers to take a chance on a surprise selected by the store staff. To set up these 'blind dates,' the stores wrap the book to hide its cover and offer clues to give a sense of the hidden works genre and tone."

The Very Idea

(Editorial by Brian Jud)

Hudson Booksellers has opened six new outlets in the Tucson International Airport, including the second branch of its new "Ink by Hudson" concept store. The first Ink by Hudson store opened last year at Dallas Love Field airport.

The new 1,000 square-foot store is being described as "a cultural department store" and is the chain's attempt to create a bookstore in an airport that feels more like a traditional bricks-and-mortar, as opposed to an airport bookstore.

There's an "indie-inspired design and ethos," said Megan Souza, the public relations and corporate communications coordinator for Hudson Group. In addition to the expected mass market bestsellers, the store also offers small press titles, classics, prize-winners, and local favorites. (Reported in *Publishers Weekly*, July 27)



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)

Do you shy away from taking a risk, or do you consider it an adventure? It depends on your definition. The word "risk" has roots in the Italian word rischiare, meaning, "to dare." Strike the right balance between risk and reward. Alberto Salazar, 3-time winner of the NY City Marathon said, "I had as many doubts as anyone. Standing on the starting line we are all cowards." Plan to start selling to non-bookstore buyers.

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)

What's the most popular word found on the back covers of best-selling books? Experienced authors know that one of the best ways you can get a head start on writing and promoting your book is to write the back cover copy first. Writing the back cover copy as soon as possible forces you to describe your book, your intended market, and the benefits that readers will enjoy, as concisely as possible. Once you've described your book, its readers, and its benefits, you have the foundation for a book proposal and a starting point for writing and marketing your book.

In analyzing dozens of examples of back covers of best-selling books, I've discovered that "whether" is the most frequently encountered word. "Whether" makes it easy to target your intended readers without excluding anyone. For example, on the back cover of Chip Heath and Dan Heath's *Made to Stick*, the first sentence begins, "Whether you're a CEO or a full-time mom..."

From the back cover of Shel Horowitz's *Grassroots Marketing for Authors and Publishers*, "Whether you published traditionally, use a subsidy house, self-publish, or run a small/mid-size press..."

From the back cover of Janice (Ginny) Redish's *Letting Go of the Words*, "On the web, whether on the job or at home..."

Take the time to carefully study the words on the back cover of successful books. Chances are, you'll frequently encounter "whether" used to define either the intended readers or the situation that you're addressing in 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)

Funds for Writers

<http://fundsforwriters.com>

Chosen for the 101 Best Writing Websites by *Writer's Digest* for 15 years running, Funds for Writers from Hope Clark offers the inside scoop on grants, funding, crowdfunding and paying contests in its free and fee-based newsletters. Clark vets every opportunity.



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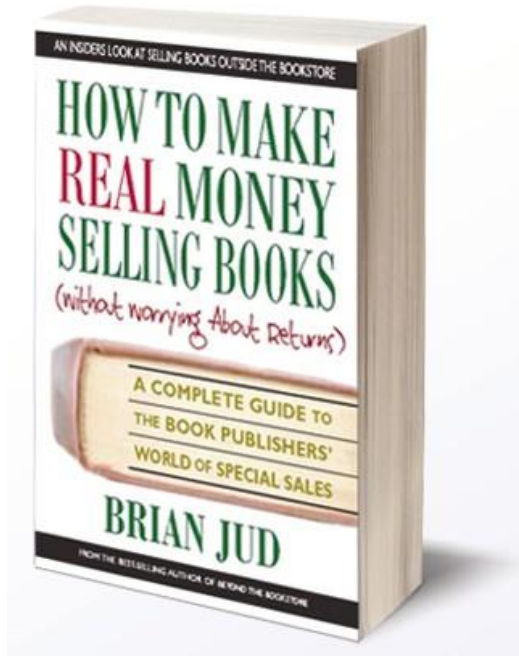
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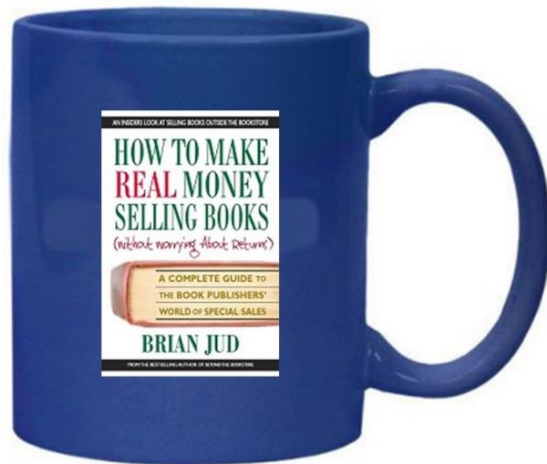


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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway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

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

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
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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 is the Executive Director of The Association of Publishers for Special Sales (APSS). Join this association for many discounts from major suppliers and many educational programs that can help you sell more books more profitably. Discover more at www.bookapss.org

He also 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.

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