

Here is your September 11 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, Roger C. Parker and many others.

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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 19, Number 389 September 11, 2017

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

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All non-returnable.**

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Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)**

**Top inquiries from the salespeople  
for the week ending 9/8/17**

<u>Title</u>	<u>Quantity</u>
<i>Wrigley Field Year to Year</i>	450
<i>The 3rd Way</i>	1125
<i>Feeling Great Everyday Booklets</i>	3200
<i>What Teenage Drivers Don't Know</i>	560
<i>The Tolling of Mercedes Bell</i>	300
<i>Integrated Enterprise Excellence</i>	425

## News From APSS

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



Association of Publishers  
for Special Sales

**Want to donate books to  
Harvey-impacted libraries and  
schools?**



**APSS Partner TLC Graphics is Donating Books... With Your Help**

We are working with our Houston-based client LongTale Publishing and their iWrite literacy organization to give books to libraries and schools that have been flooded by Hurricane Harvey. How can you help? We're asking our amazing TLC family and APSS members to donate books for these organizations. We'll be collecting donations through October and plan to deliver books as soon as they are ready to accept new reading materials.

Please contact Tamara Dever ([tamara@tlcgraphics.com](mailto:tamara@tlcgraphics.com)) for information on where to send your books. You may want to consider signing the books before donating. :) We thank you in advance for your generosity!

## OTHER WAYS TO HELP

Samaritan's Purse is accepting donations as well as volunteers for Harvey disaster relief for the coming months. <https://www.samaritanspurse.org/disaster/hurricane-harvey/>

And a link to the amazing You Caring campaign led by Houston Texan J.J. Watt. <https://www.youcaring.com/victimsofhurricaneharvey-915053>

## Upcoming Marketing Webinars

**Sept 14:** "What's New on Facebook: It Will Help You Market Your Book!" By Barbra Drizin, 6:00 pm ET, <http://tinyurl.com/y7kbzzar>

**Sept 21:** "The Dual Path: Managing a Writing Life Alongside a Career or Business," by Patricia Morrison, 6:00 pm ET, <http://tinyurl.com/ycl7fagu>

## Why Every Author Needs to Understand Your Competition Terry Whalin

Consider the competition for your book. When I have asked authors about the competition, some authors say, "I don't have any competition. My book is unique." Another author thinks about it and says, "Everyone. My book competes with every other book."

From my years in publishing, the answer is neither one and important for every author to understand. Take a few minutes and imagine your book concept as a real book. If you have one it's easy but if you just have an idea, think about the cover, title and your name on it. Got that image? What section of the bookstore will your book appear? With this information, think about the current titles in this section? what books are facing out on the shelf? These books are your competition. The reader could reach for your book to take to the cash register (purchase) or they could reach for the bestselling title.

Next write down these titles and investigate them using tools like Google. Can you get any sales numbers or information about them? This information is important for your pitch to literary agents and editors. You also need to include these insights about your competition in your proposal. Your careful consideration here will differentiate your pitch from others—and increase the chances of a traditional publisher contracting your book.

Even if you self-publish, you need to have this ammunition for your approach to the marketplace. If your book has been in print, you still need this information about the competition. Your literary agent and editor need this information to target your book. Needed it to get even issue a contract when I worked at another publishing house.

### **Now with this understanding about your book and target market.**

What steps can you take to reach out and befriend that author and do something for that book? Take for example, my *Book Proposals That Sell*. While this book has helped many people, I've also reviewed other competitive books which are similar to mine.

Why? A key concept to understand your competition is a matter of attitude and perspective. Instead of the scarcity mentality where you have to protect your turf, I encourage you have the opposite attitude of abundance and cooperation. There are many potential readers and buyers for every book and every author. You can build bridges instead of competition. You can work with these other authors to cross-promote and much more if you have the right perspective.

## 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](mailto:guy@msgpromo.com))

Books do not have the liability that other products may carry. Some toys and products oriented to children may come apart or be swallowed, leading to negative publicity and legal problems.

## Kremer's Korner

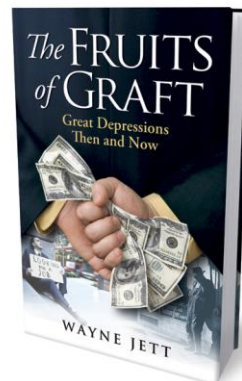
(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

## The Cover Story – Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design was in the business of designing books for over 20 years.)

*The Fruits of Graft* delves into the similarities between the Great Depression and our current economic state. The main visual chosen for the cover depicts the greed in both business and government and provides a background to the title type. Secondary imagery of men out of work in both eras completes the cover. Serif type fonts and the use of small caps add an established, traditional look to the cover.



## 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](mailto:tom@tomhillwebsite.com))

**Thinking: Actively Analyzing Your Thoughts.** You are in a thinking state of mind when you are assessing options, deciding on a course of action, working through a problem, estimating the likely consequences or chain of events, or simply organizing your thoughts to make more sense of them. When you're at your best in this state, your thoughts feel clear, precise, and positive. This is useful when solving problems and making decisions, correcting mistakes, making sense of a situation, and reflecting on the past.

## 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](mailto:BrianJud@Bookmarketing.com) and he will answer it here)

**Question: Are reviews helpful when selling books to non-bookstore buyers?** Casey Morley, author of *Crawling Out*

Yes, reviews are helpful – if placed in media read by the corporate buyers. Most publishers seek reviews of their titles among the major book reviewers, which is not a bad idea if you are selling through bookstores. Niche magazines are often overlooked as sources of reviews. There are magazines that review books for people interested in subjects as diverse as stay-at-home dads, minority executives, home schooling, skydiving, health,

celebrities, fiction and an almost endless array of topics. For example, the *Journal of Communication* publishes book reviews on a broad range of issues in communication theory, research, practice and policy. *Astronomy & Astrophysics Annual* publishes annual reviews of content in the fields of astronomy & astrophysics.

People read magazines and newspapers to learn more about subjects of interest to them. It is cost-prohibitive to advertise in all these, but you can still reach the readers through book reviews in niche print media. Reviews in these publications are free, and they give the message more credibility because it is an objective source saying how great (or not-so-great) the content is. Reviews also stimulate word-of-mouth advertising, another source of credible, free promotion.

**User-Friendly Tools that Easily Turn Your Travel Blog  
into an E-Book to Make It Profitable**  
Sarah Christine Mann

The world is turning more and more digital. Readers would rather go for something that can be browsed through their phones and tablets right away than wait for the next book sale. And what better way for travel bloggers to go with the flow is to turn their travel blogs into something more profitable: e-books.

Your travel blogs can be a potential income-generating content that many viewers, travelers or not, would find interesting. Why not turn your blogs into an e-book and actually gain something through them?

Do you have a particular niche? Before diving into the world of e-books, know what type works best for your content:

**Offline.** A number of online users look for content that's practical, inspiring, entertaining, and short. If yours is a how-to travel guide, set of practical tips, or list of affordable travel getaways that can be read right away, you can have them as a downloadable resource.

**Free resource.** Do you have a lot of content to share, and to share for free? Your marketing strategy can start off with a reward to your readers. Entice them to sign up to a newsletter so you can gather an e-mail list. You can attract readers all while building your authority in the travel niche.

**Commercial product.** Of course, you can sell your travel blogs directly to your readers. Market your most appealing travel articles and guides via e-mail marketing, banner ads, Facebook ads, or in Amazon Kindle.

Once you've determined the most suitable type of e-book for your travel blogs, you can now convert them. Thankfully, there are a multitude of tools that you can use and some of them are even free. Here are four of the most convenient and user-friendly online e-book makers:

**Anthologize.** This is a drag and drop editor and an open-source plug-in that pulls out your content and turn it into an e-book.

After installing the plug-in, you can create a project and add contents in the outline. You can add multiple chapters in each project and follow the sub-contents on each chapter. Or you can simply drag and drop your chosen posts and pages into your project outline. Don't forget to set your font type and size and add a cover image.

**myeBookmaker.** Use this ePub maker to save, manage, and edit your drafts on the web. As long as you are logged in on the site, you can convert your e-books into ePub format right away. Just transfer your travel blog documents into the myeBookmaker draft and download them as ePub.

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An e-book can be a significant aspect for your marketing strategy. E-books can help solidify your brand and intensify your credibility as a travel blogger. Convert your travel books and promote them to your target audience now, and see your e-books generate income.

## **You're On The Air**

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

*The most important thing is to have fun, relax. This is only television; it's not a big deal. Have a good time.*

## **Marketing Strategy**

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

Should you write about what you know and love, or write about what will sell? The answer is, "Yes." Your passion for your topic can be your ticket to greater well-being as much as it should be a key to exceptional market performance.

## **5 Media Relations Tips for Your Next Industry Conference**

**By Casey Delperdang (PR manager at MMI Agency in Houston)**

Industry events are great opportunities for education, networking and inspiration. However, they also present a lesser-known benefit—the chance to meet journalists who are key to your industry and to pitch your organization for coverage.

In case you're new to media outreach, industry events are the perfect occasion to get your feet wet. They present a natural angle to break the ice with journalists and a defined set of media contacts to tap. So, whether you're marking your calendar for the National Association of Elevator Contractors' fall convention or the Wisconsin Cheese Industry's annual conference, get the most out of your experience with these tips:

**1. Secure the media list.** For most industry events, journalists register as such, and coordinators keep a running log. Sometimes this information is free for the asking; other times, it's a paid sponsorship benefit. In the latter case, you can build a free list by conducting a quick Google search to find reporters who covered the previous year's event (or similar ones), as well as local or industry journalists who might be interested. Reach out to these folks to confirm their attendance, and you could curry favor by introducing some of them to another relevant event they didn't know about.

**2. Be an early bird.** Shrinking news rooms and 24-hour news cycles have become harsh realities. Journalists are busy, so reach out early. For huge, national events, this might mean a month in advance; for smaller, local events, it could be a couple of weeks. Avoid reaching out at the last minute, after many reporters have finalized their agendas or, worse, have set up their out-of-office messages.

**3. Prioritize your targets.** When pitching journalists, do your homework to ensure they'll be receptive or, at least, won't resent you for wasting their time. Attending the same conference gives you common ground, but it doesn't guarantee reporters' interest. Sometimes they're covering specific niches (e.g., aviation at a travel conference) that lie outside your organization's scope. (They might also not be reporters at all but advertising reps there to drum up business.) Once you have the media list, review it carefully and prioritize the contacts by relevance. You might find only a few are a fit. In that case, tailor your pitches for each high-priority contact and craft a more general pitch for the rest.

**4. Go with the flow.** Journalists seem increasingly reluctant to commit to scheduled meetings at events. Be prepared for a response such as, "I'll be at the hotel bar from 4–6 p.m. on Tuesday—feel free to stop by." Taking advantage of these offers could yield a one-on-one meeting, or you may be joining a cadre of businesspeople who got the same generic reply. Either way, come prepared to make a strong impression quickly. Try exchanging cell numbers with media contacts, encouraging them to reach out if they get extra time between sessions.

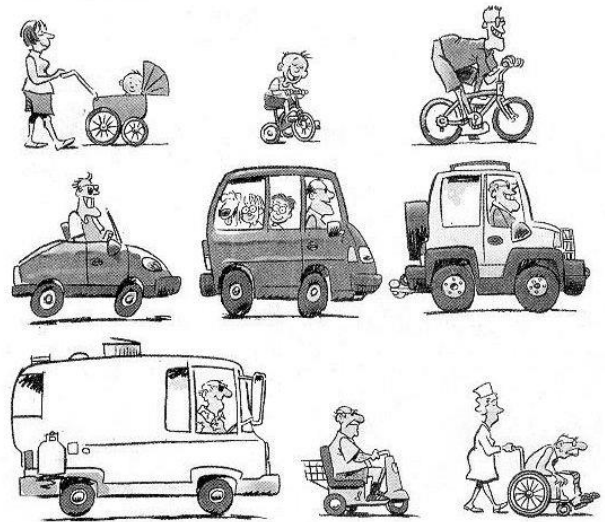
**5. Share the spotlight:** If you land a coveted meeting with a top industry journalist, manage your expectations. Industry events are hectic, and unless you have something groundbreaking to announce, a "win" will be a mention in a roundup piece or a new media relationship you can tap later. Regardless of the outcome, you will have gained valuable experience you can apply for success at future events.

**The Very Idea**  
(Editorial by Brian Jud)

Books are like people in that they require different strategies at different times in their lives. Titles navigate their life cycle from introduction through growth, maturity, and then decline. This could run its course during one week or over a number of years.

Since the period of greatest profitability is in the growth stage, extend this period as long as possible. You can do this by finding new users (ask, “Who else could use my content?”), selling more books in large, non-returnable quantities to corporate buyers, publishing in different formats (pbooks, ebooks, booklets, DVDs, etc.) and using creative promotional techniques.

## The Wheels of Life



## 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](http://www.bookmarketing.com))

“You can't be overconfident, but you have to believe in your ability to get the job done. I may jump from a 70-year-old plane one day to a two-year-old state-of-the-art jet the next. All planes fly differently, but there's a certain faith that the plane will take me from point A to point B, as long as I'm doing my job right.” Rod Lewis, Pilot and Founder, CEO of Lewis Energy See a 10-Step training course to get from A to B when selling books in large, non-returnable quantities at <http://bit.ly/2tdA8Eg>

## Using Music to Build Your Creative Writing Skills

By Rob Kennedy

(Rob is a writer, poet, and composer. He has articles on the arts and social commentary published in the Sydney Morning Herald, CityNews, Cordite, State of the Arts Magazine and Five Bells Magazine. He also runs Arts Reporter.)



There are many ways you can get and keep that writing flow happening. One method is to try using music to build your creative writing skills. Music is just as diverse in style, format, quality, length and content as books are. You might say that the best mirror for a book, is a piece of music.

Think of it like this, would you listen to the 1812th overture while reading a romance book? Would you read a dystopian novel while listening to music from the Renaissance period?

If the answers to these questions are no, you can see the power that music has when connected to literature.

Music in movies brings out a range of unwritten words. Two things music in movies does particularly well are:

- it crafts another narrative to add to the story
- it injects emotion into scenes.

You can use the same process that movie music composers use, to aid your writing flow.

Most novels have scenes which reflect and comment upon situations that happen in life, so does certain music. It's not hard to find music that will fit, or add to a scene in a book.

The narrative in music can add to the narrative of your story, especially movie music. As movie music is already designed to aid a story, why not find a piece of movie music, and use it to inspire a scene you are working on.

The formula is already there for you. Look at most 1940s Hollywood movies. Usually, the musical story is as strong as the visual and narrative story in the movie.

Or, think of it like this. In early Hollywood, movie music used a lot of Micky Mousing. When a character was being chased up a hill, the music went up. When a car sped down a hill, the music went down. The music was synchronized to the action.

Listening to music can inspire you to write a scene that fits an action, or emotion. Music can even be the basis for a scene or a whole book.

The inspiration for a story can come from a piece of well-loved music. Think of any of the famous popular songs, and any creative writer should be able to turn one of those songs into a story. Popular songs are mini stories. But, for writing an extended scene, you could try listening to a piece of classical music. Or, you could write a title for every scene in your plot and match it to a piece of music before you start writing.

Chapter 1, meeting scene — Music, *Romeo and Juliet* – I'm Kissing You, Des'ree

Chapter 2, love scene, — Music, *Blade Runner* - Love Theme, Vangelis

Chapter 3, separation scene — Music, *The Color Purple* - The Separation, Quincy Jones

You will see just how much emotion and affect the music adds to those scenes. You too can build a strong scene based upon a piece of music as the inspiration.

### **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](mailto:a.annesi@sbcglobal.net))

Radish

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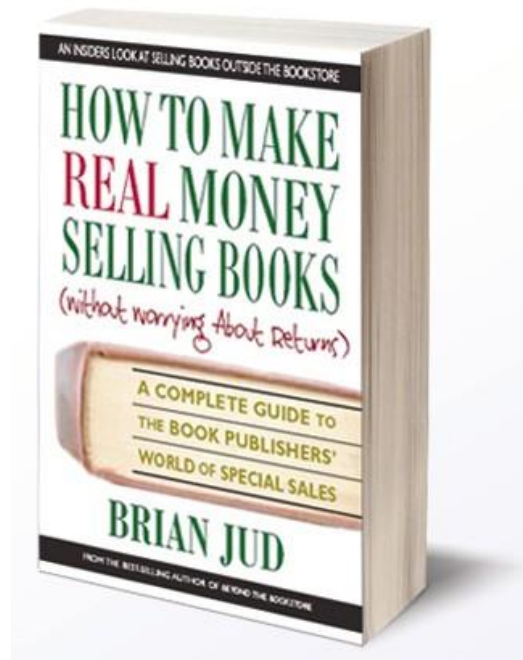
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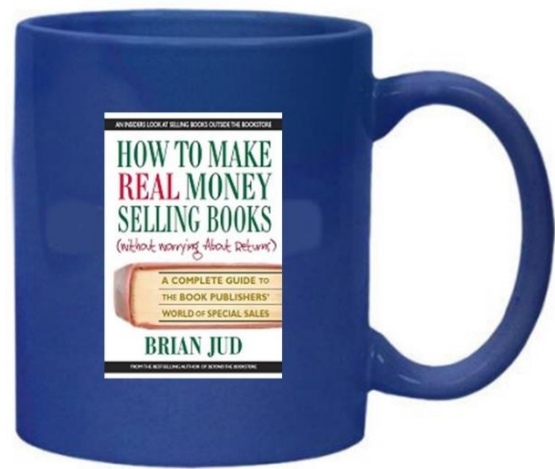


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- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
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### **Contact Information for Brian Jud**

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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](http://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](http://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.

Brian is the editor of this newsletter. If you have questions, comments or want to contribute a short article, contact him at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com)