Here is your January 16 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 Jackie O'Neal.

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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 2, Number 372 January 16, 2017

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Top inquiries from the salespeople for the week ending 1/13/17

<u>Title</u>	<b>Quantity</b>
A Dog to Remember	800
How to Write Heartfelt Letters	1800
The BOOM! BOOM! Book	1750
Gray Ghost of Civil War	2200
A Killing in Real Estate	4600

#### **News From APSS**

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



## An APSS Mastermind Group Can Increase Your Profits With the Use of OPM: Other People's Minds

What do you need to succeed in book publishing? Your first thought may be money, but that is not as critical as you many think. The most important attributes that lead to success cannot be purchased. Money will come when you do everything else right. Here are the Top 10 "Must Haves" for success in book publishing:

Information Skills Contacts Plans

Ideas Accountability
Feedback Camaraderie
Support Resources

APSS has been testing the concept of virtual Mastermind Groups made up of APSS members who are success-minded people wanting to share their knowledge and passion with others in the hope of getting more of the same in return. Learn more about these groups and how you can participate at <a href="www.bookapss.org/MastermindGroup.pdf">www.bookapss.org/MastermindGroup.pdf</a>

## **Upcoming Marketing Events**

Jan 19: "Tax Tips for Authors and Publishers," by Carol Topp, CPA; 6:00 pm ET; http://tinyurl.com/j9tm8ks

**Feb 7**: "How to Write About Real People Without Ending Up in Court," by Helen Sedwick; 6:00 pm ET; <a href="http://tinyurl.com/h8skccq">http://tinyurl.com/h8skccq</a>

**Feb 16**: "Drive Traffic to Your Website and Sell More Books," SEO techniques by Jeniffer Thompson; 6:00 pm ET; <a href="http://tinyurl.com/gs4ymww">http://tinyurl.com/gs4ymww</a>

#### **Notes From the Front Lines**

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books <a href="mailto:ekampmann@aol.com">ekampmann@aol.com</a>)

The Seven Signposts on the Road to Good Publishing. Publishing books is like taking a journey. You need a map to point the way; or signposts to guide you. For example, when I backpack I look for blazes on trees. Or, if I am above the tree line, I seek out cairns or stone markers that I follow with care so I stay on the trail.

As with any journey, a good publisher knows he must follow certain signposts to successfully produce, sell, and market his books. Ignore an important signpost and you can get lost, or go in the wrong direction. Each marker represents a decision you must make – sometimes on your own or with the advice and counsel of someone with more experience. Over the next five issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the second.

**Design**. Weak, inappropriate or bad design can undermine the best book. A good publisher puts a lot of thought and energy into the overall design of the book, and especially in the book jacket. It's a shelf space business. How your book looks and what it communicates at a glance can make it stand out in the store, or get lost.

## **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)

A very successful orchestra arranger from Los Angeles was asked how he got to be in the top of his profession. He said he wasn't the most talented or creative but when he put himself in positions of being asked to do a task he always rose to the challenge. In the process, he became very, very good at what he loves to do. His first step was to improve his education to the point that he could fake-it-till-he-made-it. Then he took the action step of moving to L.A. Then he networked with the people who could give him a break. Then he blew his own horn and let everyone know what it was he wanted. He got it. You can, too, by selling your books to corporate buyers.

#### **Kremer's Korner**

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

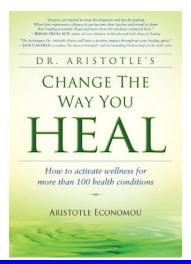
Direct mail can be an effective way to reach the person responsible for buying new titles at bookstores. Surveys show that chain store buyers rely on brochures and flyers as a major means for finding out about new titles.

## The Cover Story - Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at <a href="https://www.knockoutbooks.com">www.knockoutbooks.com</a>)

#### Change the Way You Heal

This book blends traditional and non-traditional methods of healing over 100 conditions. To appeal to a wide target audience, a type-driven cover concept was appropriate. The word *HEAL* is the focal point and the clean, calming water image, secondary. Green was chosen as a healing color and to also represent a more holistic approach. The serif fonts used are traditional in feel to lend an air of authority. Since two well know authors gave rave reviews of the book, they were prominently featured on the front 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)

This continues a series about the way of the Productivity Ninja, characteristics which have the capacity to boost productivity, reduce stress and change the way you think about your work.

#### Ninja Preparedness: A ninja constantly in battle will end up defeated.

Preparedness is a characteristic that underpins and strengthens so many of the others we've looked at thus far:

- Zen-like calm in the heat of battle is only possible if you're well prepared.
- Agility is only possible if you're starting from a position of being prepared, ready to react immediately, producing the right response.
- If you need to be ruthless; you've got to have some energy!

From a practical perspective, the inclusion and on-going mastery (it's a work in progress you know) of your systems is a must. This will include ongoing best practices such as a weekly review, creating a daily checklist, shoring up a digital or paper filing system, purging or archiving obsolete digital or paper knowledge assets, clearing the digital and physical clutter that are getting in your way.

Imagine how clean and clear you could be if you set aside an hour each month to clear accumulated clutter from paper piles, email, text messages, your digital desktop, voicemail.

The truth is, with the tangible clutter out of the way, you'll be much more adept at creating the space for mental preparation and specifically room to nurture your time and attention.

Inbox Zero Anyone? Do you "Weekly Review"?

#### Discover a bit more Preparedness

http://thinkproductive.co.uk/the-weekly-checklist-the-key-to-ninja-productivity

Video - preparedness!

https://www.youtube.com/watch?v=GN9X-PueG7U

## **Legal Matters That Matter to Writers – Professor Tonya M. Evans**

(Contact Professor Evans at Legal Write Publications, <u>info@legalwritepublications.com</u> or <u>www.legalwritepublications.com</u>; 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.)

A transfer or license of copyright (or any right in the bundle of rights) executed by the author (but unlike a pre-1978 transfer not a transfer made by anyone other than the author) on or after January 1, 1978, is subject to termination under the following conditions:

- o A single author who executed a grant may terminate it. If the author is deceased, then whoever is entitled to exercise more than one-half of that author's rights may terminate it.
- o If two or more authors executed a grant of a joint work, a majority of the authors who executed it may terminate it. If any of the joint authors is dead, his or her termination interest may be exercised by whoever is entitled to exercise more than one-half of that author's interest.

This single, extremely valuable section of the Copyright Act, allowing for the reclaiming of rights by terminating transfers, empowers authors. Note that the statutory termination provision does not apply to works made for hire or to transfers made by will. The termination right also does not apply to rights arising under foreign laws or derivative works. In the case of derivative works (for example, a movie based on a book), termination of the rights to the underlying work (the book) does not prevent the continued display and distribution of the derivative movie. Once the rights are terminated, however, no new derivative works can be created.

Not surprisingly, the rules to exercise the statutory termination right are specific and must be strictly adhered to or the right will be forever lost. In addition, the Copyright Office does not provide printed forms for the use of persons serving notices of termination.

#### The Book Shepherd – Judith Briles

(Judith Briles is the Chief Visionary Officer of www.AuthorU.org. She's known as The Book Shepherd (www.TheBookShepherd.com), and is the author of 30 books including Show Me About Book Publishing and Author YOU: Creating and Building the Author and Book Platforms. Download podcasts from Judith's radio show, Your Guide to Book Publishing at: http://rsrn.us/youpublish)

*Always* have your book with you and *always* carry a few cases in your car. You are now the Chief Marketing Officer and the product you are selling is called your book.

#### **Author 101**

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at <u>FRISHMANR@PlannedTVArts.com</u> or <u>www.author101.com</u>)

Every publisher has submission policies that may differ from those at other houses. So carefully check each company's Web site and tailor your submissions to each publisher's requirements. Individualize all submissions; one size does not fit all! While you're visiting a publisher's Web site, browse around. Familiarize yourself with the company. Examine its online catalog; learn which books and writers it published, the topics in which it specializes, and any sales figures they disclose. Check out the company's press releases and other reports about its news and developments.

Each publisher has a vision of the types of books it wants to publish and the direction in which it hopes to go. Companies' visions are usually apparent from the books they have published and some state their vision on their Web site and in the guidebooks. Publishers primarily want books that fit with what they did in the past and what they want to do in the future.

Investigating each publisher will give you a feel for the house's vision and how you should shape your proposal. Consider your investigation a fact-finding mission and remember that even the most trivial information could prove invaluable in your voyage through the publishing process.

### Guest Columnist - Jackie O'Neal

(Jackie Audrey O'Neal, O'Neal Media Group, a literary publicist who raises a book's visibility and the author's individual profile in a crowded marketplace; http://onealmediagroup.presskit247.com, (609) 334-8621, onealmedia@live.com)

Three Life Lessons Learned from Book Marketing. I've often been asked what I love most about the work I do, as it appears tedious on the surface; however, during the course of my daily tasks of media relations, creative writing, and strategic planning, I'm open to receiving impressions that translate into valuable life lessons.

**Taking Action**: Someone wise said, "The way to be nothing is to do nothing." In like manner, the way to be great is to do great things. I find that by maintaining a positive attitude, I'm able to take action on behalf of my clients each day to help them achieve greater visibility. In life, taking action removes obstacles and opens many golden doors. I'm confronted with this truth as I press forward.

**Planting Seeds of Opportunity**: Part of my job is to open the way for fresh, new opportunities. In the course of my work in book marketing, I recognize that each day represents a building block to future success for my clients. Each connection made, each press release sent, each follow-up is a chance to learn and grow for the future.

**Effort is Rewarding**: Everyone knows book marketing is a full-time job, and requires a great deal of effort. Norman Cousins once said, "Hope, purpose, and determination are not merely mental states. They have electro-magnetic connections that affect the immune system." With this thought in mind, it's easy to see the health benefits that come from hard work.

#### You're On The Air

(Steve Harrison, President, Bradley Communications Corporation)

Give listeners an incentive to call. For example, you can say, "Call this 800 number to order my book and I will send a free report." You've just given them more of a reason to drop everything and order today.

#### **Marketing Strategy**

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

Start "speed-date-the-boss" meetings (as used by HP) where your employees meet with you to answer three questions: Who are you and what do you want to do at this company? Where do you think we should change and what should we be focusing on? What do you want to contribute beyond fulfilling you job responsibilities?

## The Very Idea

(Editorial by Brian Jud)

You know where you are now in terms of your sales goals, but where do you want to be at the end of 2017? Goals are the foundation of a solid marketing plan. They provide a target at which to aim, the standard against which you can gauge your company's progress. They divide your vision statement into manageable steps and provide a path to its realization. And written goals provide a means for looking back to see how far you have come. Goal setting is a tool, and like any other tool it is useless if used incorrectly. Yet, goals are worthless unless they are...

- ... clear, specific, measurable, time-sensitive and written.
- ... realistic.
- ... arranged hierarchically.
- ... part of a plan.
- ... followed up and make them work.
- ... focused on the solution and not the problem.
- ... set when you are in a positive frame of mind..
- ... derived from a sense of purpose.
- ... flexible.

Use goal setting as the tool it was meant to be, part of the process that transforms your vision statement into reality.



#### **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)

Generating more ideas about how to sell your books increases the chances of originality because sheer volume improves the odds of finding novel solutions. The initial ideas people generate are most conventional.

#### **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)

Organize your book's table of contents in a simple and elegant way. You've probably heard about Jeff Howe's book *Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business* which describes the growth of social media marketing. One of *Wired! Magazine's* most influential articles, and a very talked about book, *Crowdsourcing* has a deceptively simple content plan:

- Part 1: Where We've Been
- Part 2: Where We Are
- Part 3: Where We're Going

Each part contains 2 to 5 chapters. Although an 11 chapter book might appear long, the 3-part division of the chapters creates a series of "landmarks" that provides a context for each chapter as well as organizes the reader's journey through the books--just like it probably aided the author when writing the book.

**Question**: Are you using sections to organize your book's content?

### 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 <u>a.annesi@sbcglobal.net</u>)

#### **Scriptologist**

www.scriptologist.com/Directory/Agent/Literary/Literary3/literary3.html

This site combines the three most powerful elements of online marketing — content, commerce and community — for those in screenwriting.



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

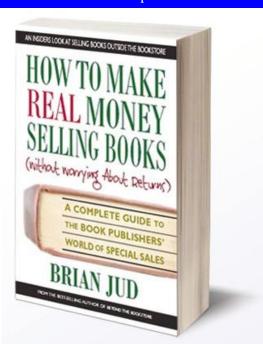
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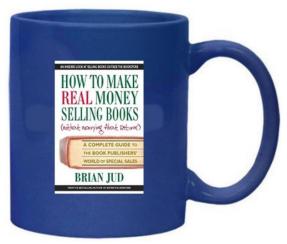


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- · Remind procrastinators to buy
- · Encourage repeat purchases
- · Create brand awareness
- · Boost sales
- · Create customer loyalty
- · Attract more people to your trade-show exhibit
- · Spread word-of-mouth advertising
- · Have a fun giveaway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

Contact Guy Achtzehn at The Promotional Bookstore, <a href="mailto:guy@msgpromo.com">guy@msgpromo.com</a> 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**

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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