

Here is your October 23 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 22, Number 392 October 23, 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 10/20/17**

<u>Title</u>	<u>Quantity</u>
<i>Change-friendly Leadership</i>	1125
<i>Deliberate Leadership</i>	1000
<i>Snob Free Wine Tasting</i>	2450
<i>A Place to Call Home</i>	600
<i>Super Commuter Couples</i>	4500

News From APSS

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



October APSS Member Sweeps winner - Wayne Andersen

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 October winner is Wayne Andersen, Publicaciones Faro de Gracias

Wayne will receive a free pdf of Brian Jud's book, "Beyond the Bookstore" and half-hour consultation with Brian to talk about how to sell his books to non-bookstore buyers. Our intention is to have Wayne leave the call with a better understanding of how his 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!" Cathy Woodhouse, APSS Sweepstakes winner
- "I so appreciated being the recipient of the APSS Sweepstakes winner this month and to have the opportunity of talking with you. The suggestions for possible places to market my books filled up the

front and back of my sheet. You certainly were generous with your time and information." Lee Jackson, APSS Sweepstakes winner

We'll announce the next winner on November 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.

Upcoming Marketing Webinars

Nov 8: "Electronic Editing" by Patricia Charpentier, 6:00 pm ET, <http://tinyurl.com/y8lo28ks>

Nov 14: Forming and Using a Book Marketing "Street Team," by Ally Machette; 6:00 pm ET, <http://tinyurl.com/yb3zpmxw>

It's All About the Paper! Sandy Gould

As an author, you may not have given much thought to paper. Paper gives print books their distinctive appeal and affects what it feels like in our hands for every turn of the page. Some printers provide few paper options. CHG offers several varieties of text and cover stocks along with one-on-one support to assist you in making the best decision; all while keeping your target costs in mind. Here are a few tips:

Coated or Uncoated Paper? Matte or gloss paper has a coating applied during the manufacturing process. This adds certain qualities to the paper including weight and surface texture that reduces ink absorbency. Coated paper provides a much sharper image compared to uncoated paper. The result is a crisp, clear image that represents full color images more accurately.

Coated papers require special binding adhesive called 'PUR' for softcover or adhesive hard-cover books. PUR glue reacts with the coating to ensure a secure binding.

Uncoated paper tends to have a coarser finish when compared to coated sheets. Using uncoated paper results in higher absorption of ink, giving images a softer, more muted look.

Shade - White or Natural? Most coated papers are only available in white. Uncoated paper is available in white and natural (cream colored) shades. Both white and natural papers vary slightly in shade depending on the mill specification.

Thickness or Bulk. Thicker papers are suggested when ink coverage is heavy since they tend to be more opaque and have less show-through. Thicker papers can also help bulk up low page count books which allows for a larger spine width.

Opacity. Opaque paper tends to be brighter and smoother than standard uncoated sheets. Special pigments are added to increase opacity reducing show-through when ink coverage is heavy.

Digital vs. Offset. Some of our house papers are better suited for offset printing than for digital printing. You can learn more by downloading our paper spec sheet and by emailing me with your questions.



If you are not sure which paper is best suited for your project, that's ok! From selecting the right paper to choosing the right binding style, I am a call or click away, ready help navigate you through every step of the process.

I look forward to helping you make your book a great success.

Sandy Gould
Direct Sales Manager, Color House Graphics
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Ideas for Selling to Non-Bookstore Buyers – Guy Ahtzahn
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

Could a corporation use your high-priced book – fiction or non-fiction – as a business gift? Sometimes, the more expensive your book, the better it could serve as an esteemed gift. In today's highly competitive business marketplace, corporate gift-giving can create stronger brand awareness and have tangible, measurable effects on customer acquisition, loyalty and growth. Your book is a unique promotional item corporations can use to accomplish that.

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>)

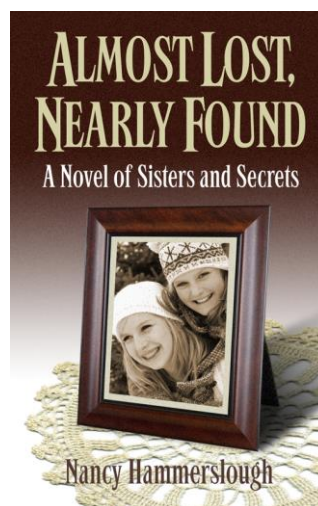
Because of certain laws and union contracts, some corporations are now required to provide retirement planning for employees, as well as help for those they lay off or fire. Books are great resources for either program. Monsanto bought 800 copies of Crisp Production's Retirement Planning Guide to give to its employees to help them with their retirement plans.

The Cover Story – Michele DeFilippo
(1106 Design, LLC, Book and Graphic Design, 610 East Bell Rd., #2-402, Phoenix, AZ 85022-3519, <http://www.1106design.com>)

Almost Lost, Nearly Found:
A Novel of Sisters and Secrets

by Nancy Hammarslough

This novel about two sisters, one who follows the rules and one who doesn't, is set at the end of World War II. The publisher wanted to visually communicate the time period to the buyer. To accomplish this, we chose sepia tones and a traditional wood picture frame with a crocheted doily underneath. The photo of the girls also supports the story. One sister wears a pure white hat, the other wears a hat with a bolder 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)

From the book, *Code of Trust*- a great book for lists, etc. Here's an example - The Active Listening System. These are some of my favorites of their twelve commandments:

- 1) Listen for what matters most - to them
- 2) Keep your opinions to yourself
- 3) Check your own stories at the door
- 4) Leave no doubt that you're listening
- 5) Don't use debating tactics
- 6) Put away your cell phone

Last one - System for Directing a Conversation: The Power of Asking

- 1) Use questions to create clarity
- 2) Ask instead of argue
- 3) Ask instead of accuse
- 4) Ask open-ended questions

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)

I have a few books that would be helpful to people in prisons. How can I reach this segment? Alan Richards

The Federal Bureau of Prisons Library offers a wide variety of traditional and automated information services. There is a wealth of resources covering the field of corrections and related fields of study including, criminology, sociology, psychology, and business. Federal Bureau of Prisons Library, 500 First Street, NW, 7th Floor, Washington, DC 20534; telephone, (202) 307-3029; fax: (202) 307-5756; <http://bop.library.net/>

Founded in the late 1980s, Books Through Bars was established to address the need for educational resources and programming made available to prisoners. It facilitates prisoner education and promotes successful community re-integration. Books Through Bars, 4722 Baltimore Ave, Philadelphia, PA 19143, 215-727-8170; www.booksthroughbars.org.

Of the more than two million people confined in U.S. prisons and jails, over 150,000 are women. More than 1/2 of all women in prison are women of color, and two-thirds of women in prison have at least one child under eighteen. Most of these mothers had primary custody of their children before going to prison.

These facts mean that women in prison have specific needs for particular kinds of information: material on families, children, women's self-help, women's health, and legal aid. There are also many LGBT prisoners who often have trouble obtaining information that is relevant to their lives. The Prisoner Activist Resource Center (www.prisonactivist.org) has provided women in prison with free reading material covering a wide range of topics from law and education to fiction, politics, history, and women's health. There are other programs to which you can sell books. Many seek donations of books, which can be a constructive use of your remainders or partially damaged books:

- Chicago Books to Women in Prison - <http://chicagobwp.org>
- Books to Prisoners in Seattle - www.bookstoprisoners.net
- Boston Prison Book Program - www.prisonbookprogram.org/

The Truth about Self Publishing Your First Book
Susan Gilbert

I hear it all the time. If only I could complete my book and get it published this year. I understand the frustration. New publishers may feel like they have to measure up with those who have been selling for a long time. But that's only the case for traditional publishing methods — self publishing is much more possible in today's online world.

If you have tried the traditional method you've already discovered that publishers don't sell books. They don't market your book. They don't help you monetize your book. You are on your own.

In fact, you are under contract to work for them. Yep, you're an employee collecting a tiny fraction of the royalties you should be collecting. All because you took a small advance (if you could even get one). "Traditional" publishers are ONLY interested in people that ALREADY have a big following and platform.

You could have the cure for cancer in your book and they are only interested in your answers to these questions.

How big is your email list?

How many social media followers do you have?

How many past and current clients do you serve?

That's it. Why? Simple, they are not selling your book. YOU are!

And if you don't have a big platform then they are NOT interested.

It's time to take control of your book creation, marketing and platform building.

Here are ways to get onto the path of success:

Target market research. Determine what niche market your book will appeal to. Take a look at not only your social media statistics but also your website to gain a better understanding of who is interested in your brand. For example, you could have a demographic of half women and half men with average age of 40 to 55. Find out what their pain points are by conducting surveys, asking questions, or hosting a webinar. With this information in place ahead of time you will improve your chances of being seen among thousands of other publishers online. Before you even start writing your book you need to have a marketing plan in place. This means setting up accounts on the major social networks like Facebook, Instagram, Goodreads, Twitter, Pinterest and YouTube. Build up these platforms along with your blog with an engaged and interested audience — these will be the initial fan base you will be appealing to. Be sure to make regular updates and create anticipation for your book, especially to your blog subscribers. Hire a freelancer or use a service like Animoto to create a compelling teaser trailer — you don't necessarily need to have a manuscript in order to do this.

What will be the main points of your publication? This could be from a series of blog articles or videos you have already published or by starting from scratch based on your own personal experiences and research. Write out a basic skeleton of each chapter and what you want to convey to your readers in each step. Every section should be answering the who, what, when, where and why questions and provide a valuable insight leading to the conclusion. This could be the most time-consuming process of your book, but is well worth the time before you start the writing process.

Once you have a first rough draft in place do an overview of your work. While it may be tempting to edit while you are writing it's always best to save that until you're finished. Rewriting is a creative process where you can add or delete ideas with a fresh mind. Once you have another version ready invest in a professional editor or use an online editing tool for a professional finalization of your book. Your goal as an author is to appear as professional as other published authors and to eliminate any grammatical and spelling errors. Remember that you want your work to be the best that it can be to both readers and professional reviewers.

Create a stand-out cover. Next to hiring an editor or purchasing software is the important expense of graphic design. Do your homework and investigate prior clients of any designer you plan to hire and find out what their exact turn-around time is. Make sure they understand what your book is about and how it should represent your brand. If you are publishing a fiction novel determine how your cover can stand out from others in your genre.

A good designer will guide you through this process and offer multiple ideas to choose from. If a book is getting skipped over on places on Amazon chances are they are not being drawn in with a compelling book cover.

Decide on print, digital or both. Once you have a completed version of your book decide whether this will be in print, as a eBook, or provided in both formats. This of course depends upon your initial budget and many authors find that publishing through places like Amazon's CreateSpace for their first title can bring in enough income to also produce a print copy later on. There are a few good publishers who handle self-publishers specifically like Book Baby and Author House. Do your research on each platform to find out which one would be the best fit for your niche.

I've helped many authors take control of their publishing goals, become best selling authors, get speaking engagements, get on television, radio and media. Without the hassle of having to turn to a traditional publisher. 2017 is almost over. Now is the time to get started on your book and be ready for next year. [Contact me](#) for a 30-minute consultation to get started.

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

For women, wear what you're used to wearing. Put on the same makeup as you always do. Nothing garish, but something you would normally wear as street makeup. For men, powder your face, just a little to cover a receding hairline and tone your face down so you won't be shiny.

Marketing Strategy

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

Innovation does not have to involve creating an entirely new product or service. It could be a refinement or improvement to an existing circumstance. Or, it could entail reapplying an existing product, service or activity in a new way. An example would be selling your front- and backlist books to buyers in corporations, associations and/or non-bookstore retailers.

How to Improve Your Focus: Tactics to Stay on Task

By Larry Alton

If you aren't focused on what you're doing, then you stand zero chance of being successful. "Focus can only occur when we have said yes to one option and no to all other options," says James Clear, a writer who focuses on self improvement. "In other words, elimination is a prerequisite for focus."

A number of independent factors can affect your ability to concentrate at any given moment. As an article by NetPicks points out, things like self-belief, diet, exercise, meditation, concentration, emotional balance, level of distraction, preparation, strategy, and goals can all come into play. Here are a few specific things that can be done to increase focus:

1. Block the ringing and dinging. Ring . . . ding . . . you've got mail. Between phone calls, text messages, mobile apps, and emails, constant exposure to different notifications can disrupt your flow and prevent you from truly concentrating on the tasks at hand. There are certainly times when you need to be notified, but there are also plenty of times when it's appropriate and necessary to silence everything and focus on a specific task. Whenever possible, try to silence your phone, log out of your email, and block notifications. Once you complete your task, you can follow up on anything you missed.

2. Take frequent breaks. Research shows that the more you focus on a singular task for an extended period of time, the less focused you become. Your brain actually becomes numb to the stimuli and no longer finds it as engaging. One way to counteract this is by taking frequent, short breaks. The time away will recharge your brain and allow it to be stimulated again upon reintroduction.

3. Outsource draining tasks. Certain tasks are more draining than others; ironically, these tasks aren't always the most important or valuable. If you find that you're spending a lot of manual effort and energy on time-consuming tasks that really don't create much value, it may be a sign that you should outsource. By delegating these tasks, you can focus on the ones that actually matter.

4. Strategically allocate time. In order to optimize focus, you have to be strategic with your time. Depending on how you operate and the way you process information, this may look like allocating specific time blocks for each task you face throughout the day. (For other people, it may look a little more flexible.) The point is that you need to create a framework for yourself; otherwise, you'll bounce around from one task to the next without getting anything done.

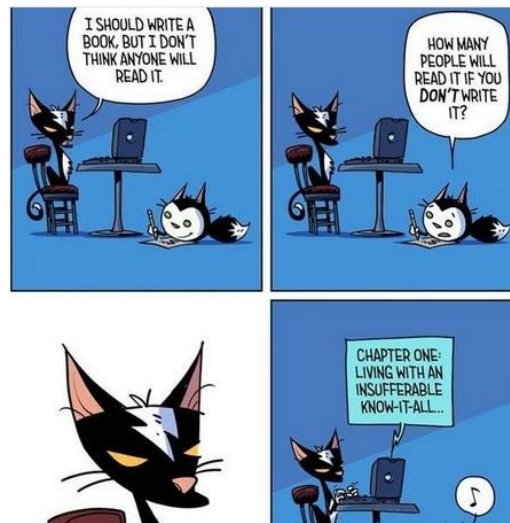
5. Stop multitasking. A lot of people think they're at their best when they multitask, but this is rarely true. You may operate under the illusion that you're getting more done, but more than likely you're not. "Multitasking forces your brain to switch your focus back and forth very quickly from one task to another," Clear explains. "This wouldn't be a big deal if the human brain could transition seamlessly from one job to the next, but it can't."

For the rest of this blog, please click here.

<https://www.allbusiness.com/improve-focus-6-tactics-stay-on-task-113988-1.html#>

The Very Idea
(Editorial by Brian Jud)

Those who write are writers. Those who wait are waiters.



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)

As you begin working on your 2018 marketing plan, try writing your goals differently to find new ways to reach them. A goal to “Sell X0,000 books by December 31, 2018” 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.

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)

XNote Stopwatch

<http://www.xnotestopwatch.com>

Losing precious moments to nonessential writing tasks? This digital stopwatch will help you track your time.



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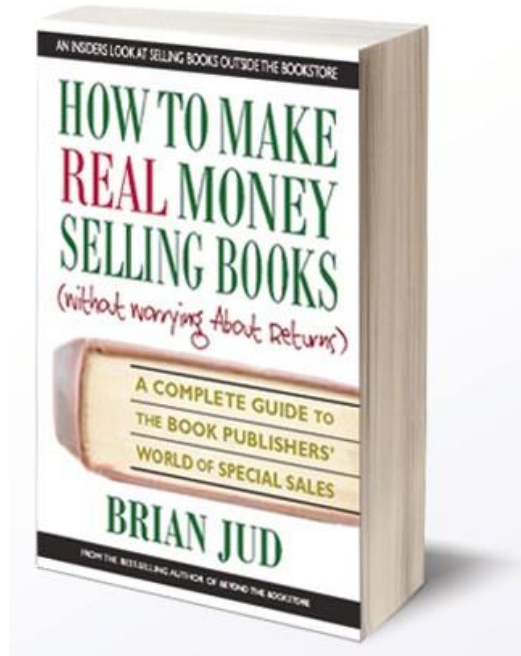
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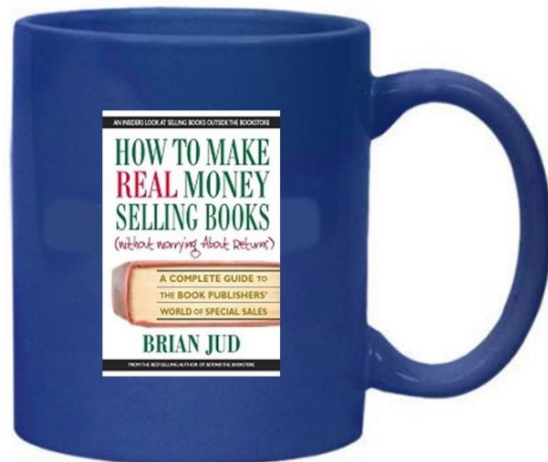


Increase Your Profits with Sales Promotional Items

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

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
I won't share or sell your email address.

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.

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