

Here is your January 30 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 Gail Z.Martin.

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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 3, Number 373 January 30, 2017

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**We sell your books. We pay shipping.
All non-returnable.**

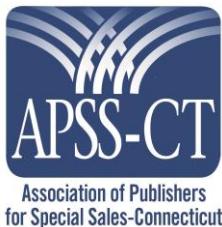
BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com

**Top inquiries from the salespeople
for the week ending 1/27/17**

<u>Title</u>	<u>Quantity</u>
Business with a Heart	1800
Solutions for Aging Parents	3900
Fracking, America's Alt Energy	4250
Networking for Introverts	1100
ENGAGE! Your Step By Step Guide	500
The Power of Grieving	700

News From APSS

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



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Upcoming APSS-Sponsored Marketing Events

Jan 30: "How to Sell More Books to Non-Bookstore Buyers," By Brian Jud; 6:00 pm ET; <http://tinyurl.com/gvekg6g>

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

Feb 9: "What's the Big Deal? How to Negotiate Large, Profitable Book Orders" by Brian Jud; 7:00 pm ET; <http://tinyurl.com/hdudsqo>

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

Notes From the Front Lines

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

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 four issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the third.

Printing. How do you pick a printer you trust? And how many copies should you print? These are two big financial decisions that can support or undermine the entire venture. A good publisher understands how to evaluate and choose what to invest in terms of paper weight, opacity, and binding. Even more important is the question of how many copies the first printing should be. You must be able accurately predict the quantity you can sell within the first four months. That is what you need to print to cover immediate demand without being stuck with excess inventory —and lost revenue. Just in time printing saves you money and worry. Having a professional sales team takes the guesswork out arriving at that number

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)

The sales process for a large order to a corporation may take several years. Buyers may initially test your title and then wait months or a year before placing an order. Rarely are people in as much of a hurry to buy your book as you are to sell it; so be patient. There is more at stake for buyers purchasing in large quantities, and corporate buyers in particular want to buy from people they know. It takes time to build the relationships that lead to large orders.

As you prioritize your prospects and opportunities, sell smaller, but more frequent quantities to retailers while you are working on the larger orders. This may help to generate some interim cash flow. But the axiom still holds true that people buy on their timelines, not yours.

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>)

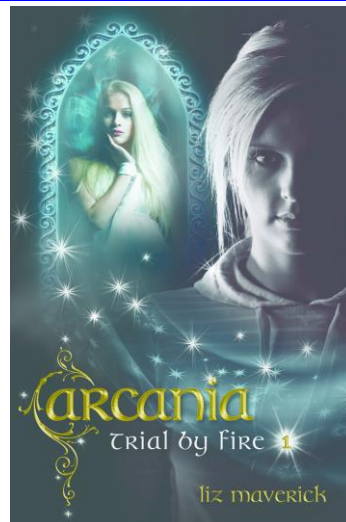
Selling sponsorships. For a book on wealth preservation, one self-publisher charged contributors to write the book for him. He brought in fifty-four contributors at a price of \$2,000 each. In return for his \$2,000 and answering questions for the book, each contributor received copies of the book with his name on the front cover as one of the co-authors. In addition, his photograph and biography were featured on the back cover. The contributors were willing to pay so much because they wanted the exposure before so many potential customers for their service

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 www.knockoutbooks.com)

Arcania: Trial by Fire, book 1

This cover was created strictly for e-book usage, so no spine or back cover. It is a young adult, dystopian novel with twin teens as the two main characters. Time/space travel, magical powers and the contrast in personalities between the twins were important concepts to convey. Using a dark background with stars created not only the mystical feel, but also allowed the elements to visually tie together. I was able to find stock images that looked like the same model, but was in actuality two different young women. Being the first in a series, the type was created to have a branded feel with use of the filigree and metallic gold.



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 will conclude a series about the way of the Productivity Ninja, 9 characteristics which have the capacity to boost productivity, reduce stress and change the way you think about your work

A Ninja is Human not a superhero; we see a ninja is a regular girl or guy but with tools & skills and a very special mindset.

With great systems in place tasks that you once viewed as routine can become opportunities for fun, discovery, experimentation and the unleashing of your inner geek!

Thinking about the process of your work as well as the work itself will help you to love what you do, whatever that may be.

When seeking ultra-productivity, exploring a bit of ruthlessness, stealth and camouflage or unorthodoxy and for a host of other more "human' reasons", Ninjas are prone to screwing up once in a while.

Often time management folks tend to paint themselves as a picture of superhero perfection. When faced with the choice to pursue perfection and fall short, OR pursue a bit more Zen-like Calm, Ruthlessness, Weapon, Savvy, Stealth and Camouflage, Unorthodoxy, Agility, Mindfulness and Preparedness, and succeed; well, we'd cheer you on toward the latter.

Yes, you'll make mistakes. No, you won't be perfect. But what you will do is increase productivity in ways you never thought possible and have a bit more fun along the way.

Discover a bit more Human, Not Superhero <https://www.youtube.com/watch?v=OWXEI2RkVeA>

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.)

Copyright Registration with Fill-In Form CO: The next best option for registering basic claims is the new fill-in Form CO, which replaces Forms TX, VA, PA, SE, and SR. Using 2-D barcode scanning technology, the Office can process Form CO submissions (when properly completed by the submitter) more efficiently than paper forms. Simply complete Form CO on your personal computer, print it out, and mail it along with a check or money order and your deposit. The fee for a basic registration on Form CO is \$50.

Registration with Paper Forms: Paper versions of Forms are still available. The fee for a basic registration using one of these forms is \$65 payable by check or money order.

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>)

Book clubs don't pay top dollar, but they buy books (at a deep discount), pay you quickly and don't return them. There are general interest, lifestyle, special interest and professional clubs. The *Book-Clubs-Resource.com* site is an eye-opener for general information on clubs, reading groups, how to set one up and online options. Let the Internet do the walking for you

Author 101

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

In publicity, your message is delivered through the media and through channels such as your networks and your contacts' networks. In contrast to advertising, you don't pay the media to deliver your message, but convince it to deliver it in its articles, reviews, and programs. The media may deliver the exact message you provide, or write or present information about your book in its own words, style, or format.

Publicity is effective because the public tends to think of information it gets from the media as news. So, it gives publicity more credence than advertising does, which the public knows is bought and paid for by advertisers. Advertising is perceived as being big on hype and short on truth, while information provided by the media is generally accepted as true.

Guest Columnist - Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online*;
gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

Take a realistic look at your finances. How much money can you afford to spend on marketing? Remember that *marketing* includes printing business cards or bookmarks, making posters, maybe even hiring an intern or an assistant to help you with research. Don't be tempted to print your own business cards or bookmarks to save money. You will not look professional, and any savings will be at the expense of credibility. These need to be done right. Realize that many people decide whether or not you're "for real" by your website. You need a good one.

You're On The Air

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

If you speak monotonously, it's nothing you're going to change in the 30 seconds before you go on the air. If you think you've got a terrible voice, go see a coach.

Marketing Strategy

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

The vast amount of customer surveys deal with "service recovery" how to react when a customer complains. A new theory finds that beginning a survey "by asking for a compliment (such as "What went well during your visit?") increased reported levels of satisfaction and boosted the chance that customers would purchase again, the amount of money they would spend, and their loyalty over time." *Harvard Business Review*, January-February 2017

The Very Idea

(Editorial by Brian Jud)

Many publishers bury their backlist titles in favor of the latest ones. However, in special-sales marketing your backlist is just as fresh as your frontlist.

Stop thinking in terms of frontlist and backlist. Most non-bookstore buyers are less concerned with the publication date than they are with how the content of your book can help them or their customers, employees, students or association members. Assuming your information is relevant, corporations may use it as a premium to increase sales of their products, magazines as a way to increase subscriptions or by museum gift shops as a way to enhance the experiences of their guests.

Given the fact that you probably already have a frontlist and backlist, evaluate your complete inventory of titles, and then devote your attention to marketing those with the greatest potential. Then sell them in nontraditional places such as schools, colleges, hospitals, pharmacies and/or



military bases. These groups might purchase them for resale, as premiums or as gifts.

Dig out those old titles. Balance your efforts on marketing your frontlist of potential stars as well as your backlist of solid titles. Stop thinking of titles as individual publications but as bricks in the foundation of your future business.

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 for 2017 is a process, not an event. See Brian Jud's four-part series of articles on this process: Step One: Marketing Strategy Rules; Step Two: Marketing Choreography (Planning); Step Three: The Hidden Power of Marketing; and Step 4: The Measure of Marketing. Find these among many other free articles at <http://tinyurl.com/85o9f3k>

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)

Test several blog post title variations for SEO effectiveness. Search Engine Optimization is one of the most important marketing tools available for authors. Many authors pay a great deal of attention to choosing page titles and keywords that clearly speak to their prospect's needs and the contents on each page.

Yet, the same authors who painstakingly target their market by choosing and testing the right keywords and page titles often neglect SEO when writing their everyday blog posts. Often, because of time constraints, there's a tendency to dash off a blog title, without thoroughly examining it for keyword relevance and consistency with the blog post that follows. Instead of using the first blog title you come up with, consider copying your original title to your word processor, and making a list of 4 or 5 variations on the title.

The limitations, or strengths, of your first-draft title will become far more obvious when you see the original title in the context of your better thought-out variations. Evaluate each of your blog post titles in terms of their keyword relevance as well as how often the terms used in the title are repeated in the first paragraph of your blog post.

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)

Draft

<https://draftin.com>

This writing app has a simple concept: to help good writers become better. Draft lets you put your small and large projects in one place and organize them. The app's Hemingway mode lets you write without being able to edit so that you can learn to get all your ideas onto the page. Draft also offers version control, advanced copyediting, a way to compare older work with new and much more.



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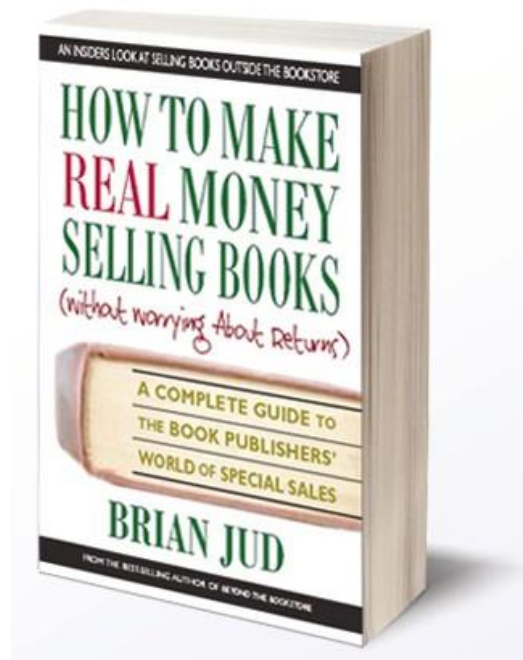
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Become more profitable
Sell in untapped, lucrative markets
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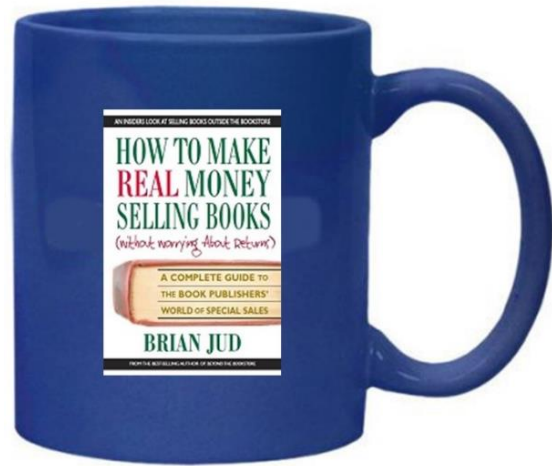


Increase Your Profits with Sales Promotional Items

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



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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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 now 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>