

Here is your February 13 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 Scott Lorenz .

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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 4, Number 374 February 13, 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.**

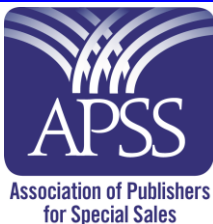
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Or www.premiumbookcompany.com

**Top inquiries from the salespeople
for the week ending 2/10/17**

<u>Title</u>	<u>Quantity</u>
<i>Loukoumi's Celebrity Cookbook</i>	1800
<i>Alaska Pocket Wildlife Guide</i>	4000
<i>Why Golfers Still Slice</i>	2400
<i>Worm on a Chopstick</i>	6000
<i>Untold</i>	6500
<i>The Conference Catcher</i>	1200

News From APSS

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



APSS has created virtual Mastermind Groups made up of success-minded people who want to share their knowledge and passion with others in the hope of getting more of the same in return. You can expand your business and become more profitable by using the knowledge, creativity, energy and contacts of other people. This is accomplished through an APSS Mastermind, a group of people who interact to help each other solve business problems and increase business potential.

Each Mastermind Group will be made up of a limited number of industry professionals who are serious about growing their business. Meeting at predetermined times and intervals, participants can interact to create a strategic advantages for themselves and their colleagues.

What is a Mastermind Group?

- A small interactive group of people who have experienced the trials and tribulations of successful book publishing – and are willing to share their lessons
- An on-demand source of the 10 critical success attributes

- A place to get the answers to questions that you have or didn't know to ask
- A group of people who want the accountability and inspiration that will take their businesses to a higher level
- A community in which you can actively participate and get the benefit of differing perspectives to help you achieve your personal and business goals
- The chance to get one-on-one instruction, input and feedback for your particular books and business – not just for those *like* yours
- Your own personal board of directors. Collaborate with a small group of trusted peers to leverage their expertise and experience for the benefit of all

Learn or about APSS Mastermind Groups at www.bookapss.org/MastermindGroup.pdf

Upcoming APSS-Sponsored Marketing Events

Feb 14: Celebrate Valentine's Day with "Book Love: How to Get More Reviews and Awards," Noon ET, <http://tinyurl.com/hxrpw2g>

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 fourth.

Pricing. Pricing a book requires an understanding of what each book costs to make – so you get a return on your investment; and what else is in the marketplace – so the price offers good value and is also competitive. Book-sales professionals understand the market and its fluctuations. They keep in close touch with major retail and wholesale accounts using them as sounding boards and sources of additional information. They use their knowledge to help determine the best price. Everyone wants to make money and have their book reach the right audience. Price is essential in making both happen.

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)

When selling to catalogs, do not expect a large order immediately since most catalog buyers will do a smaller-scale test first. The term *smaller-scale* is relative because a test may require 500 or more copies of your book. The time period in which this occurs varies with the frequency of the catalog's publication (some publish monthly, others quarterly) and the applicability of your product to the buying period and complementary products.

Catalog buyers may fear that a small publisher cannot stock to their demand. And they may require you to hold inventory sufficient to meet their expected sales. You may also have to guarantee your price for the period of your contract. Offer them proof that you will do so, or that you can reprint and deliver within a suitable time. If you cannot meet their requirements you may have to reconsider using catalogs as a selling tool.

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>)

The library market is not a homogeneous whole. There are more than 150,000 libraries in the U.S., including 9000 public library systems, 3275 college libraries, 100,000 el-hi libraries, 1000 governmental libraries and more than 1000 formal church libraries. Plus almost every organization in the country has its own small collection of books.

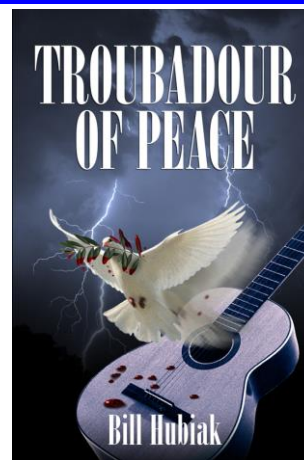
Editor's note: Find links and contact info for libraries at <http://www.publiclibraries.com>

The Cover Story – Michele DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

***Troubadour of Peace*, by Bill Hubiak**

As the U.S. teeters on the precipice of nuclear holocaust, a balladeer once known as the Troubadour of Peace is assassinated before he can reactivate his anti-war message. The guitar, dove, blood, and lightning work together to tell the buyer that this story is a danger-packed page-turner.



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)

The 1 Skill Warren Buffett Says Will Raise Your Value by 50 Percent

Billionaire Warren Buffett told business students that this is the most valuable skill they can learn. By Carmine Gallo. Excerpts from Inc. article that I'd like to share with you. Here's the full article.

<http://www.inc.com/carmine-gallo/the-one-skill-warren-buffett-says-will-raise-your-value-by-50.html>

Imagine working on one skill in 2017 that--once you improve it--will raise your value by 50 percent. The one skill is public speaking. "Now, you can improve your value by 50 percent just by learning communication skills--public speaking. If that's the case, see me after class and I'll pay you \$150,000." Buffett's point is that mastering the art of public speaking is the single greatest skill to boost your career.

Overcoming your fear

As a young stock adviser, Buffett took a Dale Carnegie public-speaking course to overcome his fear. It's a little known fact, but Buffett dropped out of the course on his first try, because he was afraid he'd be asked to speak up. He worked up his courage a second time and today proudly displays his Dale Carnegie certificate in his office.

According to TED curator Chris Anderson, public speaking matters more than ever. In his book TED Talks, Anderson writes: "As a leader--or as an advocate--public speaking is the key to unlocking empathy, stirring excitement, sharing knowledge and insights, and promoting a shared dream."

Your goal is to create empathy, a bond of trust between you and your listener. Your goal is to stir excitement, share knowledge, and promote a shared dream. Effective public speaking is the one skill that can help you achieve all of these results.

Learning the skills

Anderson calls the ability to captivate an audience "presentation literacy," a superpower to pitch your ideas, sell products, and accomplish your dreams. The good news is that Anderson believes the skill is teachable.

Thanks to broadband connections, YouTube, and TED.com, anyone with a computer, phone, or mobile device has the world's top business speakers at their fingertips.

For entrepreneurs and small-business owners, I suggest starting with YouTube videos of the greatest presenter in business history--Steve Jobs.

Pay particular attention to the simple, visual, and engaging slides that Jobs used to complement the message.

Your ideas deserve to be heard. Make a commitment this year to sharpen the one skill that can change your life and the direction of your business, and raise your value by 50 percent almost immediately.

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.)

The Benefits of Copyright Registration. Registration of your copyright with the Copyright Office (www.copyright.gov) creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for copyright protection, it is necessary for other reasons to be described in the next few issues of *Book Marketing Matters*).

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>)

Do you know what ignites your *passion* for your topic? Have you created a *vision* for both you as the author and for your book? Have you really probed into your *commitment factor* in time, energy and yes, money? And, do you know who your *crowd* is? All these come into play when it comes to building a solid Platform for you and your book.

The Internet has been a game changer for authors. With a few strokes, you may find a viral world that is chomping at the bit for your info. If you already have a following, you should be teasing them with “glimpses” of what's to come. Savvy authors not only let their crowd know that a book is in the works—they start the buzz.

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 a book proposal, clarity comes first; you must vividly describe your book so that readers have no question regarding what it's about. It's better to be rejected because agents or editors don't like your concept than because they don't understand it. If you can be clear and also be clever and humorous, that's great, but consider it a bonus, not a mandatory requirement for your lead sentence. Don't risk obscuring or not adequately describing your book in order to show off; editors don't buy books from authors who don't write clearly.

Guest Columnist - Scott Lorenz

(Book publicist Scott Lorenz is President of Westwind Communications, <http://www.book-marketing-expert.com>, scottlorenz@westwindcos.com, 734-667-2090. Twitter @aBookPublicist)

I Got Your Number! Using Numbers In a Book Title

Book titles are extremely important. As an author, creating a memorable title should be a high priority. Numbers in book titles work with items that already quantify. For example a book titled 'Get 6-Pack Abs in 6 Minutes a Day' makes sense. I like using numbers in a book title when it's relevant and useful in describing what the book is about. A recent example that really works is 'The 4 Hour Work Week' by Tim Ferriss and his '4 Hour Body'. That number stops you in your tracks because it is shocking. How can you work just 4 hours a week? How can you have a good body in just 4 hours? Ferriss has capitalized on his branding of '4-Hour' and just published 'The 4 Hour Chef.' He owns that number now. He's branded his name with '4-Hour' and will be able to incorporate it in his future work.

A number is a quickly comprehended visual because it's a symbol and is represented by a minimal amount of characters. For example 'One Thousand' spelled out is represented by 12 characters, but only four characters if used as a number; 1000. This can save space on your cover and in this digital world sometimes a savings of a few characters can make a difference whether your complete book title is displayed by Google or even on Amazon. Furthermore, there's a magic number of 65 characters for some search engines before it gets truncated or cut off. Another often overlooked benefit is that a number rises to the top of a list when alphabetized right along with symbols like '@' or '\$' for example.

Here's a list of a few well-known books that have used a number in the title:

1. Catch-22
2. The 4-Hour Work Week
3. Europe on \$5 a Day
4. The 7 Habits of Highly Effective People
5. Fahrenheit 451
6. 1984
7. 1, 2, Buckle My Shoe
8. Around the World in 80 Days
9. 1001 Arabian Nights
10. 13 Reasons Why
11. Size 12 is Not Fat
12. The 6th Target
13. The 5 Love Languages: The Secret to Love That Lasts
14. 10,001 Ways to Live on a Small Budget
15. The \$100 Startup
16. The 48 Laws of Power
17. Steal Like an Artist: 10 Things Nobody Told You About Being Creative
18. The 4 Disciplines of Execution: Achieving Your Wildly Important Goals
19. Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School
20. 30 Things Every Woman Should Have and Should Know by the Time She's 30
21. 17 Cents and a Dream (a new book from one of my clients)
22. Job Search 101, by Brian Jud ☺

The Bottom Line: Coming up with the right name for your book is beyond important -- it's *critical*. Creating a memorable title is really the point. Using numbers in your title might help make it even more memorable.

You're On The Air

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

Listen to the people who are interviewing you. If they pick up on something neat you say, you can go with the ball that they toss back in your court.

Marketing Strategy

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

A Lesson From Jeff Bezos: Opportunity Before Product. Many publishers first create a book and then look for ways and places to sell it. Instead, research the conditions that are best for growth and then define the product. Jeff Bezos provides an example as he evaluated the opportunities for creating an Internet business. He believed that E-commerce was the natural solution for a fragmented market with an enormous number of SKUs, a small shippable product and a stable supply chain characterized by many sellers served by a few, dominant middlemen. He was not an experienced publisher but opted for books as the product for Amazon.com because they were the rational choice under those conditions.

The Very Idea

(Editorial by Brian Jud)

Give people a reason to buy your book – not just a description of it.

There is a fairly common, yet misunderstood, marketing concept that can help you write a better press release, perform more successfully on the air and sell more books in large, non-returnable quantities to corporate buyers. It is called a Customer Value Proposition (CVP) and it is a concise way to clearly and quickly portray to prospective buyers how your book can benefit them.

This concept of communicating benefits to get people to buy your books is certainly not new. But publishers still send press releases with the headline, “We are proud to announce the publication of . . .” the reaction to which is, “so what” as the readers pass over it in search of something of more value to them.

If you want to be the top banana and sell more books, communicate not just why your book is better than the next best alternative, but why it is best for this particular prospect. Unless you demonstrate your claims in terms of their relevance to potential buyers, your prospects will likely dismiss them as hype and the sale is lost.



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)

Some people looked at Goliath and thought he was too big to hit. David looked at him and thought he was too big to miss. You might look at the non-bookstore market for books and think, “Is that market big enough to approach,

or is it too big?” The answer is *yes*. A special-sales market of \$14 - \$16 billion is too big to pass up. However, it can be too big a market in which to compete profitably -- if you look at it as one goliath market. Divide your special-sales opportunity into manageable segments, then plan to reach each according to its way of buying.

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)

Remind Yourself Why You’re Writing a Book. Take a little time every day to visualize the success that you are going to enjoy because of your book. Think how good it will feel when you’re speaking or presenting in front of a paying audience, or accepting calls from prospective clients wanting to know if you have the time to help them. Think of the joys of waking up and checking your email, finding dozens of payment confirmations from ebook and information product sales that took place while you were sleeping.

In a time of economic uncertainty, few skills are as valuable as the proven ability to simplify a complex topic and concisely communicate it to your prospects and readers. A published book can be your exit from a difficult situation, broadening your skills and attracting new, pre-sold, clients, customers, or -even - -employers.

Today, it’s easier than ever to get published, but it's easy to get distracted from your goal. To keep on track, take a few minutes each day to remind yourself why you’re writing a book and how you’re going to benefit from it.

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)

Oxford English Dictionary

<http://www.oed.com>

Providing 600,000 words, 3 million quotes and over 1,000 years of English, the Oxford English Dictionary (OED) may well consider itself the definitive record of the English language. As a historical dictionary, the OED differs from dictionaries of current English where the focus is on today’s meanings. You’ll find those in the OED, too, but you’ll also find the history of individual words and the language. So if you’re looking to add deeper meaning to your prose, this is a great resource that is regularly updated and offers a historical thesaurus.



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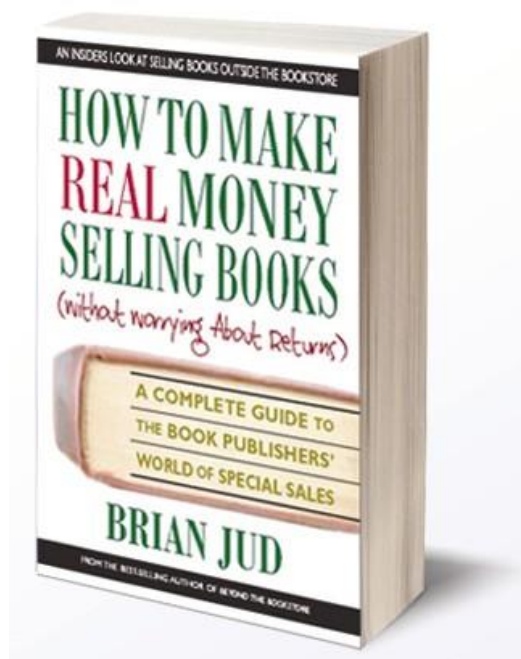
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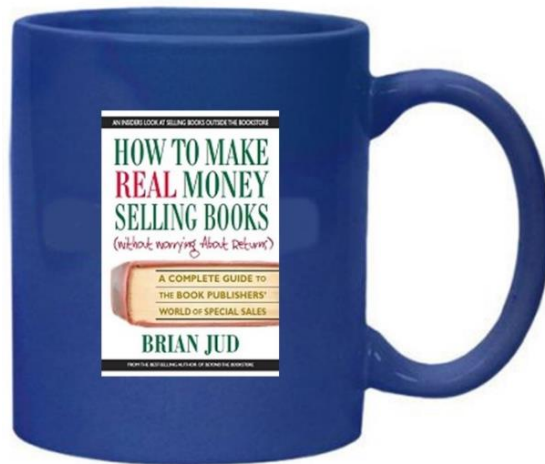


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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway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

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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 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>