

Here is your February 27 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 Dana Lynn Smith.

This newsletter is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you prefer to have this sent to you as a pdf, please reply with "pdf" in the subject line or body copy. If you no longer wish to receive this -- or if you received it in error -- please reply with "Remove" in the subject line.

All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

[Click here](#) to view this newsletter as a pdf document

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 5, Number 375 February 27, 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 2/24/17**

Title	Quantity
<i>Sell More with Sales Coaching</i>	1700
<i>Maple on Tap</i>	900
<i>52 Simple Ways to Health</i>	3400
<i>Fast Tracking Your Prosperity</i>	2400
<i>Chippy</i>	2900

News From APSS

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

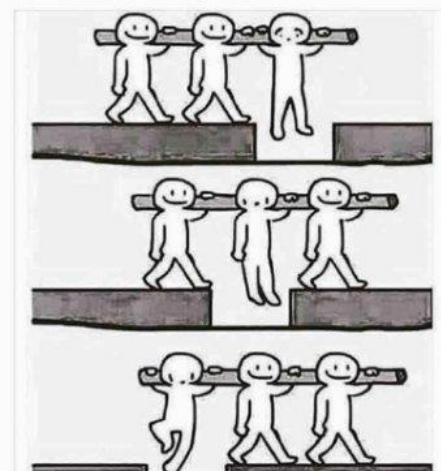


Association of Publishers
for Special Sales

Henry Ford said, "Coming together is a beginning; keeping together is progress; working together is success." This applies to APSS, too. Our members work together in local chapters to build camaraderie. They network with each other while

participating in our conferences and other events. They utilize the Idea Marketplace to communicate creative marketing techniques that have worked for them. Our Mastermind Groups offer support and feedback for others in the group. APSS members work together for success. Learn more about how APSS can help you, and how you can help your fellow members at www.bookapss.org. Want to join? Visit <http://pro.bookapss.org/join-application>

If we unite, nobody falls



Upcoming APSS-Sponsored Marketing Webinars

Feb 27: "How to Increase Your Sales Through Creative Promotion "By Brian Jud; 6:00 pm ET;
<http://tinyurl.com/heqrs6y>

Mar 16: "Business Modeling for Authors," By Jared Kuritz; 6:00pm ET <http://tinyurl.com/zsexvcg>

Mar 23: "Content Marketing for Authors, Publicists, and Publishers," Roger C. Parker; 6 PM ET;
<http://tinyurl.com/zqqovsu>

Mar 27: "How to Make a Persuasive Sales Presentation for Large-Quantity Orders," By Brian Jud, 6:00 pm ET;
<http://tinyurl.com/zkcvpjg>

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 fifth.

Sales and Distribution. Sales should really be considered from the beginning – not just when the book is ready to sell. Usually a professional sales team becomes activity involved about 5-6 months before publication, when they can preview the book with accounts and get valuable feedback. That is also when they begin to sell the book in to major accounts. Smaller publishers often hire a distribution company to handle all aspects of the selling process since they have contacts and reach with all the major sales outlets nationwide.

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)

Sales to corporations can be large in terms of unit sales and revenue. The buyers with whom you will be negotiating are skilled professionals, used to dealing with knowledgeable, competent sales people. You cannot simply wander into buyers' offices and ask them how they use books as premiums. Most probably have never done so. But if you have conducted research and can provide them with some examples, you can *collaboratively plan* innovative ways to use your content to help your prospects sell more of *their* products or services.

There are two general areas of interest within a large company for using your content. The first is human resources, with its internal focus on the company's employees. Second, is the marketing department, which is focused externally, on the company's customers and prospects. Smaller companies may not have these formal departments, so you will have to find the appropriate decision maker(s).

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>)

When creating sales literature for librarians, list the publication dates for your new and forthcoming titles so librarians can be sure when your books will be available; then be sure to meet those publication dates. List the month and year of publications for your backlist titles as well; librarians like to know how current the information is in any book they order. Providing the copyright date and ISBNs also helps librarians to avoid ordering books or editions they already have.

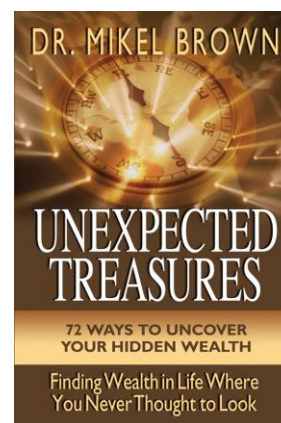
The Cover Story – Michele DeFilippo

(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>)

*Unexpected Treasures: Finding Wealth in Life Where
You Never Thought to Look*

by Mikel Brown

This book teaches those who may be “stuck” that wishing for better results in life requires more than wishful thinking; it's necessary to change old habits and adopt new actions to reach goals. The image of the compass symbolizes that there are many possible paths to success. The light rays indicate that every path represents a potential opportunity for improvement, once a first step is taken in a new direction.



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)

Here are some other tips I learned over the years...

Be a student of time management. You will be the desired choice if you can produce more than your competition in a shorter amount of time. Anyone can learn a skill given enough time. The winners learn it faster and cheaper.

Improve your selling, networking and negotiating skills. This will get you further and faster with the skills you already have.

Improve your appearance. Err on the side of dressing up rather than down. Get your body weight down to your ideal weight. Winners look healthy and successful. You will attract opportunities.

Join Toastmasters if you haven't already been a member. If you are speaking regularly, get in the habit of recording your presentations and listening to them. Keep profanity out of your speeches. Ask other qualified coaches to give you critiques. Expand your vocabulary.

Ratchet up the quality of the people you spend time with. A rising tide lifts all boats. Who are you floating your boat with?

Don't forget to have a dynamic Mastermind group that meets regularly. No man/woman is an island.

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.)

You must register copyright in your work if you want to file an infringement suit in court. In addition, if you register, the Copyright Act gives you the following advantages:

- If registration is made before or within five years of publication, registration establishes prima facie evidence in court of the validity of the copyright and of the facts stated in the registration certificate.
- If registration is made within three months after publication of the work or before an infringement of the work, you may receive statutory damages and awards of attorney's fees in court actions. Otherwise, only an award of actual damages and profits is available to the copyright owner. As a practical matter, it is often very difficult to prove actual damages; thus statutory damages and attorney fees are a valuable benefit of registration.
- The copyright owner can record the registration with the U.S. Customs Service for protection against the importation of infringing copies.

Contrary to popular belief, the Copyright Office ordinarily does not compare copyright registration forms with existing deposit copies or registration records to determine whether works submitted for registration are similar to any material for which a registration of a copyright claim already exists. Therefore, the records of the Copyright Office may contain any number of registrations for works describing or illustrating the same underlying idea, method, or system.

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>)

What to do—if your goal is to build book sales via retail brick and mortar stores, start with a few local. Tell them you are driving buyers to the store—the store must be persistent with B&T if it's their primary wholesaler ... not one or two books. At least TEN ... and if you have to put the order in personally, do it. Get your friends in the area to also request a book from the same store. The store buyer needs to be the pusher from their end. You as the publisher need to be persistent with B&T and request that they get your book(s) into inventory.

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)

Publicity works best when you distinguish yourself and your book and show others why it's so special and a must read. It's the perfect opportunity to be creative; your only limits are those you impose on yourself. Unfortunately, many of us have been sold the bill of goods that publicizing our efforts or ourselves is crass, undignified, and not what respectable people do—which is just plain wrong. According to that thinking, we should sit back and wait for the world to recognize and applaud us; do nothing but let nature take its course.

However, doing nada doesn't sell books! You need to take over, to grab the reins and actively work to get publicity for your book. As master showman P. T. Barnum said, "A terrible thing happens without publicity . . . NOTHING."

Guest Columnist - Dana Lynn Smith

(Book marketing coach Dana Lynn Smith is the author of *The Savvy Book Marketer's Guide to Successful Social Marketing* and several other book marketing guides, available at <http://www.SavvyBookMarketer.com>. For more book marketing tips, visit her blog at <http://www.TheSavvyBookMarketer.com> and follow @BookMarketer on Twitter.)

Make Your Blog Interactive by Encouraging Comments. Get readers engaged on your blog by encouraging visitors to comment on your posts. Many blog readers enjoy reading comments and comments can spark a discussion among readers. One easy way to encourage comments is to include a sentence at the end of some posts inviting comments. For example, ask readers what they think of the post or invite them to share their own tips. You can even write a post specifically designed to elicit comments. It's a good idea to thank each commenter and perhaps make a further comment based on what they said.

You're On The Air

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

I want people who are animated, with a loud voice but not screaming, articulate but not pompous.

Marketing Strategy

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

Direct mail is a targeted marketing weapon that can help you sell more books, test new titles, and generate sales leads. When you have a finite, identifiable group of people who are potential customers for your books, direct mail may be the most effective and efficient marketing tool you can use to reach them. It gives you control of the timing, delivery and content of your promotion, a predetermined fixed cost and the means to forecast and measure the return on your marketing investment.

The Very Idea

(Editorial by Brian Jud)

Sometimes we get so carried away talking about selling to bookstores, corporations, associations or schools that we forget that we are really marketing to people. They are consumers who are not necessarily looking to buy a book, but for some way to solve a problem, learn something or be entertained.

You could sell more of your books if you can answer two questions honestly. First, how often do people think about your book? Second, how often do people think about their own problems? You will probably agree that people think more about how they can solve their problems, learn something, improve themselves or be entertained than they do about your book. However, if you can show them how they can help themselves in some way by reading your book you are likely to increase your sales and revenue.



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)

Think minimum instead of maximum. Do not look at special-sales planning as a big project requiring you to change your business model overnight. Instead, what is the minimum you can do to get started? Just commit to spending 15 minutes a day this week thinking about how a corporation could use your content to help them. How about an association? Could a school use your material? Then next week spend 20 minutes a day searching for potential companies, associations and contacts in the home-school market. As you begin to experience success your enthusiasm will overtake you and you will launch yourself into a new way of doing business – without giving up the old.

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)

We all know that business is incredibly competitive today. It's important to be good at your craft and deliver superior service, but these things alone are no longer enough to ensure your continued success. Those who make the most money in any field, industry, or profession are not necessarily those who have the most knowledge, are most experienced in their craft, or sell the highest quality service. No, those who make the most money, charge the top fees, and are constantly in demand are those who are best at selling and marketing themselves!

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)

Project Gutenberg

<https://www.gutenberg.org>

Project Gutenberg offers over 49,000 free e-books you can download or read online. All e-books are published by recognized publishers and have been digitized and proofread. No fee or registration is required, but users are encouraged to donate a small amount so that more books can be added. All totaled, over 100,000 free e-books are available through the site's affiliates, partners and resources.



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

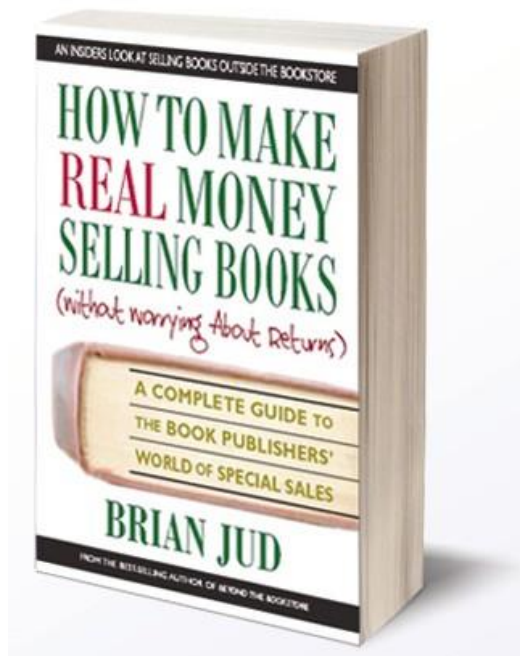
Sell more books, more profitably to non-bookstore buyers

The most current and complete resource for increasing your sales and profits in non-bookstore markets.

The ultimate do-it-yourself guide to selling your books in large quantities with no returns. Not just who to contact, but when and how.

\$24.95

[Order now](#)



Do you need a jump-start to get your sales moving?

Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

- Sell more books
- Beat your competition
- Become more profitable
- Sell in untapped, lucrative markets
- Minimize -- if not eliminate -- returns

[Click here for more information.](#)

Do You Want to Increase Your Sales, Revenue and Profits?

A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales
[Learn more!](#)

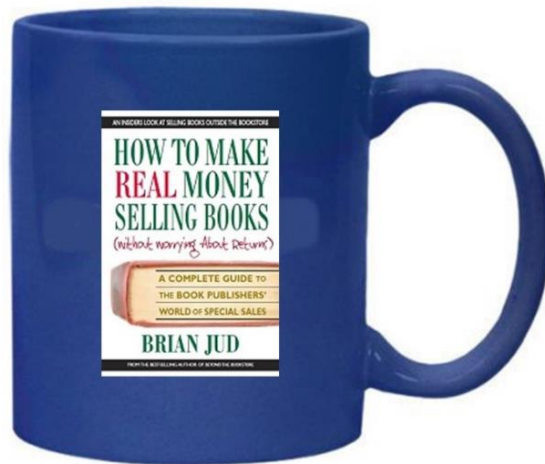


Increase Your Profits with Sales Promotional Items

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 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>