

Here is your March 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 Patricia Fry.

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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 6, Number 376 March 13, 2017

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**Top inquiries from the salespeople  
for the week ending 3/10/17**

<u>Title</u>	<u>Quantity</u>
<i>The Oz Principle: Getting Results</i>	2,200
<i>Fundamentals: 9 Ways to Be Brilliant</i>	1,200
<i>Eating Through Cancer</i>	32,000

## News From APSS

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



**Want a list of prospective buyers and other sales ideas customized for your book?**

Two sales experts will give you at least 20 minutes of selling ideas for your book. Or you and just listen in on the consults of the others' books. On March 14 at 6:00 pm ET Brian Jud and Guy Achtzehn will personally evaluate your book. We will point out profitable segments in which to sell them, list unique sales opportunities, and give you practical marketing ideas.

We will show you detailed, specific information about how to find and contact potential buyers. Your book can be one of them.

You can send your questions in advance and we will answer them. It's like having your own private consultant. You will be astounded at the ideas -- a list of potential buyers -- you will get.

Special discount for APSS members. Get more info at [www.bookapss.org/OneOnOneConsultMar14.pdf](http://www.bookapss.org/OneOnOneConsultMar14.pdf) and register at <http://tinyurl.com/gugg5w4>

## Upcoming APSS-Sponsored Marketing Webinars

**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](mailto: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. In the next issue of *Book Marketing Matters* I will describe the last of seven signposts on the road to good publishing. Here is the sixth.

**Alternative Sales Channels.** Almost every book has a market outside traditional book channels. In some cases, sales to these outlets exceed what the book achieves in the general trade market. Examples include dotcoms such as Amazon, the gift market, premium sales, foreign rights, and proprietary publishing.

### 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](mailto:guy@msgpromo.com))

Michelle Yozzo Drake, CEO of The Cove Group, Inc., wrote, *From the Kitchen to the Corner Office*, to help women make the transition to the upper levels of management. She sold this to organizations for women and minority executives, corporate libraries, women's business resource centers, through radio shows for women in business and through airline magazines and business magazines for women. How can you organize your prospective buyers in segments for your content?

### Kremer's Korner

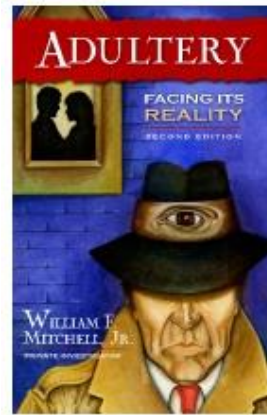
(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of *Basic 35 mm Photo Guide for Beginning Photographers*. To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

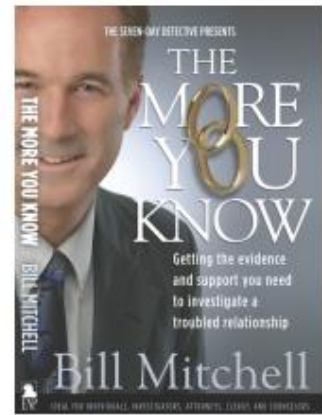
### The Cover Story – Kathi Dunn

(DUNN+ASSOCIATES designs stellar book covers and marketing materials for bestselling authors, traditional and indie publishers, and fast-track experts so they can build credibility, open new doors of opportunity, and create positive change in the world. Since 1985. <http://www.dunn-design.com>, [kathi@dunn-design.com](mailto:kathi@dunn-design.com), P O Box 870, Hayward WI 54843-0870 USA)

This book about the sensitive topic of adultery was delivered to us mid-stream by a self-publisher who was receiving negative feedback on his original cover. After in-depth discussions with the author, we discovered that the book's message is not about adultery but, instead, it is about suspecting adultery and what to do about that. In redefining the intended audience, we first encouraged the author to reconsider the title and subtitle. The bright color palette and juvenile illustration were also abandoned for a more sophisticated on-target approach. Knowing that this author had major media exposure potential and one goal of this book was to promote his business, we redirected the visual focus to him as a leading authority. The double wedding rings interlocking the o's in the title words add a subliminal splash of hope. Since books are most often shelved spine out, this spine is especially intriguing with the critical placement of the author's eye right in the middle of it, instantly grabbing browsers' attention.



Before



After

### 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](mailto:tom@tomhillwebsite.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.

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

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://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.)

**When You Should Register Your Copyright.** The question of when in the creative process a person should register the copyright is a good one, and one that does not necessarily have a precise answer. The “lawyerly answer” is based on the benefits of timely registration defined in the Copyright Act: you should register *before* your work is infringed and within three months of publication. This advice, of course, is not exactly helpful because you certainly cannot predict when your work might be infringed, and some work is never “published.” Accordingly, I recommend the following guidelines:

- Register your manuscript once it is completed (even if unedited)
- Register writings (even if only a few chapters) that you are submitting regularly to agents and publishers, posting on the Internet, or performing
- Update your registration after a substantive change to your work
- Register the final product
- Register within three months of publication

## The Book Shepherd – Judith Briles

(Judith Briles is the Chief Visionary Officer of [www.AuthorU.org](http://www.AuthorU.org). She's known as The Book Shepherd ([www.TheBookShepherd.com](http://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>)

Who doesn't want their writing to be perfect—to create the perfect book? If that is your quest, you are setting yourself up for failure. Perfection is a form of Procrastination. Perfection sounds, well, perfect. Yet it can be lethal to your progress and publishing. Too many authors-to-be practice the art of one for the money; two for the show; three to get ready; three to get ready; three to get ready ... and never go. Your book may have a few hiccups, the hidden typo, an odd-ball phrase ... but it's a BOOK. You can fix them on reprint.

## Author 101

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

Parties and events can be the ideal way to introduce your book. Launch parties are wonderful rewards for all your hard work and marvelous celebrations to share with family and friends. They can also be exceptional promotion opportunities. Think beyond the usual book-launch party. Do more than invite all your friends and contacts to a bookstore where you sit, sign away, and have little chance to talk. Be inventive; create an event or a series of events that will not only attract the media, but that will wow it. Make it memorable by thinking bigger, bolder, and brassier.

- If you wrote a book on baking, hold your party at a bakery. Overwhelm your guests with food. Serve each of the pastries featured in your book. Put on cooking demonstrations, give out recipes, and teach.
- Celebrate your vintage car book at the classic car showroom. Hire a Dixieland band. Give away miniature or model cars. Take photos of people posed behind the wheel of their favorite oldies.
- Promote your gardening book by holding a series of events in underprivileged neighborhoods. Put on demonstrations and give away seedlings, plants, containers, and potting soil. Serve some of the food featured in your book. Invite the mayor, local officials, and notables

## Guest Columnist - Patricia Fry

Patricia Fry is the executive Director of SPAWN (Small Publishers, Artists and Writers Network). <http://www.spawn.org>. Follow her informative daily blog: [www.matilijapress.com/publishingblog](http://www.matilijapress.com/publishingblog)

Excerpted from Patricia Fry's ebook, *50 Reasons Why You Should Write That Book*. <http://www.patriciafry.com>

**Reason Number 1: You have studied the publishing industry.** I recommend this as a first step for anyone who plans to enter into the fiercely competitive business of publishing. Think about it, you wouldn't start any other type of business without some understanding of the industry, your competition, the suppliers and distributors, your clients' needs, how to promote the business and so forth. Well, publishing is a business and, in order to succeed as a published author, you really must know something about the way it works, who is involved, what their roles are, the various procedures common within the industry, the pitfalls and so on.

## You're On The Air

(Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City)

*People are most comfortable when talking about something they love, when they are talking about something they really believe in and are passionate about.*

## Marketing Strategy

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

There are three types of strategy. 1) Deliberative strategy is intentional, planned and balanced. It is not fixed in the long run, but recognizes where predictability is high enough and volatility is low enough to make choices. 2) Responsive strategy occurs when you have a long-term vision but face near-term changes or unanticipated opportunities. Here you make course corrections not major changes in direction; strategy emerges as events unfold. 3) Reactive strategy has a short-term perspective. Here you may mimic what others are doing or continue what you have always done. This rarely produces a unique or valuable advantage. Most use number 3, but strive for numbers 1 and 2.

## The Very Idea

(Editorial by Brian Jud)

We all know the importance of remembering a person's name. Here are some tips for doing that:

- 1) Concentrate during introductions.
- 2) Ask them to repeat their name and then remember something unique about them.
- 3) Use their name 2 or 3 times during the next few minutes.
- 4) If possible, do a little homework ahead of time (not always possible).
- 5) In this process of remembering a person's name create an image of someone who has a similar name - make a mental connection.
- 6) If possible, get a business card or if appropriate, take a picture. When it's a fit, put notes with their name in your phone contacts.



(Do you know what device is creating the letters in this photo? If so, you are probably one of the early Boomers!)

The sweetest word to most people is their name.  
Make remembering a person's name a habit.

## 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](http://www.bookmarketing.com))

Take some of the pressure off your pursuit of your goals. Some goals have a fixed deadline (April 15, BEA) but others have a flexible deadline (pub date, promotional campaigns). Which of your goals have flexible deadlines?

## 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](http://www.publishedandprofitable.com))

**To sell more books, move beyond the obvious.** Information, alone, is not enough to create a book that publishers will want to publish, or readers will want to buy. To become profitably published, your book must move beyond communicating mere information and, instead, must appeal to your reader's emotions.

To succeed, your book must *inspire* your readers. Every aspect of your book -- its cover, title, organization, and contents -- must communicate that the problems your readers face are solvable and the goals they want to achieve are achievable. To justify buying your book, readers have to be inspired to believe that your book's promise is attainable, possible, and realistic.

Inspiration requires simplicity. In order to appear credible, the information in your book has to be simplified, or organized, into a few key points. Contents have to be organized into chapters, and chapters have to be organized into affirmations, commitments, habits, parts, principles, questions, sections, or steps. To be remembered, shared, and acted upon, each organizing principle has to be stated in simple, everyday language.

The smaller the number, the more likely your book will survive. A few habits, pillars, principles, questions, or steps are easier to remember than a large number. As you analyze the information you want to share with your readers, ask yourself how you can organize and simplify the contents so that you can inspire your reader's by emphasizing the likelihood of success.

### 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](mailto:a.annesi@sbcglobal.net))

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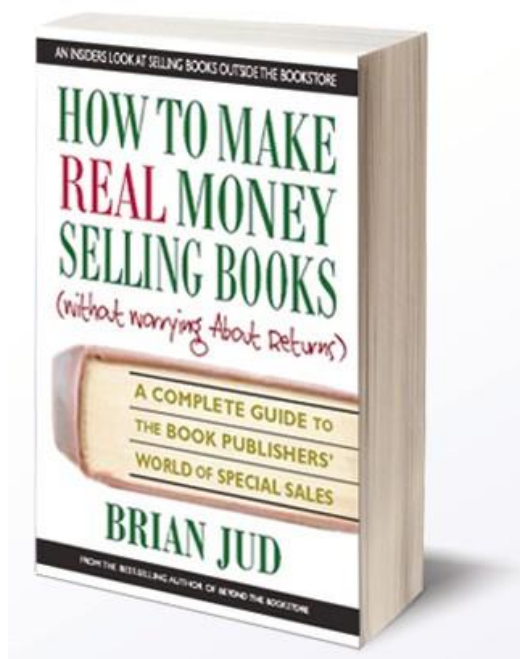
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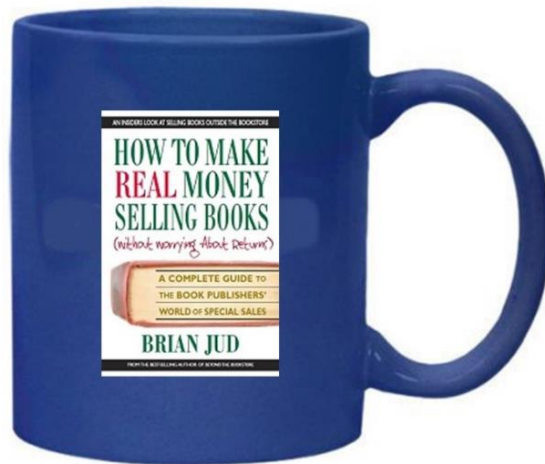


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### Contact Information for Brian Jud

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