

Here is your March 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 Carol Topp.

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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 7, Number 377 March 27, 2017

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**Top inquiries from the salespeople
for the week ending 3/24/17**

<u>Title</u>	<u>Quantity</u>
<i>Prophetic Word Bank</i>	2000
<i>Customers Included</i>	950
<i>The BOOM! BOOM! Book</i>	600
<i>Last Daughter</i>	1800
<i>A Dog to Remember</i>	2200

News From APSS

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



**APSS is bringing book-marketing information and
local networking to a city near you**

**Get the benefits of membership in a national association
with local, face-to-face meetings**

APSS is a national organization — the *only* national organization — devoted to helping its members sell their books to non-traditional buyers. Non-bookstore sales to buyers in corporations, associations, schools, hospitals, the military and government, and in non-bookstore, retail markets can be a profitable source of new revenue. As an APSS member, you will discover new and better ways to increase your revenue and profits by selling your books in large, non-returnable quantities.

APSS Chapters are currently operating in these cities with more coming on board soon. If you are an APSS member here, contact the chapter president to join the chapter (no additional charge) or help out:

Canada President: Joy Fluckiger joysjewelz@yahoo.com

Charlotte President: Russ Van Buren (jrussvanburen@me.com)
Chicago: Rebecca Chauncey (RLchauncey4@gmail.com)
Colorado Springs Co-President: Mary Madjeski missmary.madjeski@gmail.com
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Washington State President: Ethan Yarbrough Irontwinepress@outlook.com
West Michigan President: Tricia MacDonald: (triciawrite@gmail.com)

Why join an APSS Chapter? <http://community.bookapss.org/page/why-join-a-chapter>

How to start and APSS Chapter in your city? <http://tinyurl.com/k94887u>

If you want information about starting a chapter in your area contact BrianJud@bookapss.org

Upcoming APSS-Sponsored Marketing Webinars

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

Apr 24: How to Sell More Books at Trade Shows, APSS-Philadelphia 6:00 pm ET;
<http://tinyurl.com/z7b4nf9>

Apr 27: Fully Booked! 10 Secrets Successful Speakers Use That Keep Their Speaking Engagement Calendar Full Year Round, By Jackie Lapin: 6:00 pm ET; <http://tinyurl.com/k7kfuf4>

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. 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 last of seven signposts on the road to good publishing.

Marketing. Marketing helps you reach the widest possible audience for your book. Through publicity, advertising, targeted mailings, in-store promotions, author appearances on the local, regional, and national level – marketing helps drive attention and interest in your book and your work. It helps create buzz and advocates who then spread word of mouth – which is invaluable.

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)

APSS Member Major Daughter (Anna Mhlambi) sold 2000 copies of her book, *Prophetic Word Bank*, to prisoners. She credits the information she has learned from APSS programs, particularly the **Ten Steps to Greater Sales and Profits**. Learn more about this program at <http://tinyurl.com/jmxbxu5>

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>)

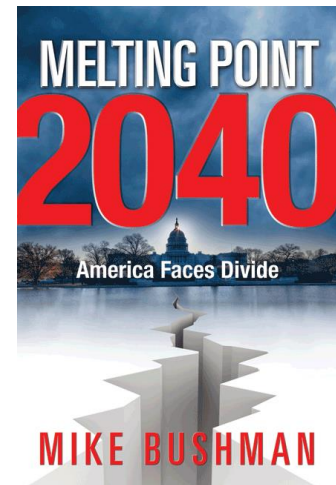
Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks to music.

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)

Melting Point 2040: America Faces Divide

This novel explores the human costs of an America growing apart. Since politics are front and center in this work of fiction, the cover image needed to not only visually convey American governing, but also the growing storm and divide it represents. Three images were combined to create the background for this cover. The author specifically wanted red represented in the type for both impact and a sense of urgency. The steel blue tone to the sky and the ice in the foreground along with the red visually create the red, white and blue of the American flag without being obvious. The type was designed in a straightforward manner since it will be applied to later books in the series.



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 secret to stress busting - 8 proven strategies on how to get there. The best kept secrets are the ones that are the ones that reside right in front of our open eyes. We cannot see it even though they are so close and within arm's reach. Sometimes we are stressed enough that our receptors are incapable of realizing what we are doing to ourselves. The first step to stress busting is slowing down and taking a quick inventory of how we feel.

Once our brains are now open to realize what is going on, we can then plan what to do against stress. Please find below a few low calorie and low cost strategies that are guaranteed to reduce your stress level.

1. **Re-framing of the issue.** Whatever the issue, think about how you are in control over how you deal with your thoughts. You are not your thoughts. You are in charge of your thoughts.
2. **Laughter.** Nothing - and I mean nothing - beats a good laughter session. My favorite is going to local events in theaters much like the act from Parallel Exit. It's a low cost way to stress relieving belly laughter.
3. **Sleep.** Kick your sleeping time up a notch and go to bed instead of watching TV, or doing more work that will stress you out even more. It's tough, I know, but it is also extremely effective and will help improve your quality of life.
4. **Exercise.** Take a brisk walk at lunch time. You can do this just about anywhere. In fact you can even do this at work. Best is going outside and walking around the block, but depending on the size of your company you may even be able to walk inside the office or shop whatever the case may be. It's cheap and has an awesome stress busting effect.
5. **Low fat diet.** Fruit, yogurt, veggies, and drinking lots of water. Top this off with not eating anything after 7 pm. Watch what happens to your stress level and quality of sleep. Nothing short of mind boggling.
6. **A visit of the clutter fairy.** Unclutter your work station and if at all possible, your home. Invite your clutter fairy into your life and let her wand guide you towards less stress. Clutter stresses you out and will also impact the folks working and living with you. Periodically clean up your mess. It's a great time saver too. This is of course nothing for folks who believe that order is only for people who are just too lazy to look for stuff.
7. **Friends and family.** Make sure that you like and absolutely trust these folks. When you do, you should seek their company and share your frustration and things that stress you out. Seek community - not solitude when your mood is low. Solitude is reserved for finding life's answers and your purpose, but it tends to drive your mind even crazier when you are stressed out already.
8. **Mental jogging.** Ask yourself one key question: Will whatever stresses me out today still matter in 5 years from now? Chances are that most of it will not matter in the big scheme of things and all you need to do is untangle your thoughts that your brain twisted into a pretzel.

No matter which or all of them you choose to implement for the day, you will feel better immediately. These are all easy and cheap to implement and can either be done on the fly or used as part of a major habit change you have always wanted to do. Because we often forget how easy stress busting can be, print out the list and put it in a place where you can see it - that way you can see the forest before the trees the next time.

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.)

Give Up the Mail-it-to-yourself Myth! I am sure you have heard of it. Virtually every writer has. And maybe you are among the considerable number of writers and industry professionals who not only believe the Poor Man's Copyright myth but also repeat it as if it were the law. This is the most pervasive and destructive myth in the publishing industry. The Poor Man's Copyright, also known as the Mail Myth, is the mistaken belief that a copyright is created or somehow protected when you send a copy of it to yourself in the mail.

If you learn nothing else from this e-Report, you must learn this: the mail-yourself-the-manuscript-and-then-you'll-be-protected belief is a **myth**. It is simply not true, and I do not want anyone who reads these words to perpetuate this myth for one more moment. Rest assured, the only thing you will prove when you mail your work to yourself is that the post office is still in the business of delivering mail. See the FAQs at www.copyright.gov for more information.

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)

Web sites are more than extensions of individuals' or businesses' identities; they are major parts of their identities. When parties are interested in an individual, a product, a service, or a business, they frequently go to its Web site. At the least, the Web site tells them about their target's accomplishments and how they present themselves. New York City literary agent Richard Curtis told us that when he first speaks via telephone to editors about an author and the author's book, he frequently hears their keyboards. The editors, according to Curtis, go straight to the author's Web site and then frequently discuss information it provides with Curtis.

Guest Columnist - Carol Topp, CPA

(Carol Topp is an accountant and author of *Information in a Nutshell: Business Tips and Taxes for Writers*. She may be reached at Carol@CarolToppCPA.com)

The vast majority of authors are sole proprietorships with good reason. It is the simplest business structure – easy to start and easy to close. A sole proprietorship is a business with one owner and is popular with writers for many reasons. One is that partnerships and corporations are sometimes more work to shut down than to start up, but a sole proprietorship closes down when the owner makes this decision.

You're On The Air

(Suzi Reynolds, professional media trainer)

Let it sink into the audience. Don't try to say too much. Mentally edit so you work with the audience, giving them time to understand what you are saying.

Marketing Strategy

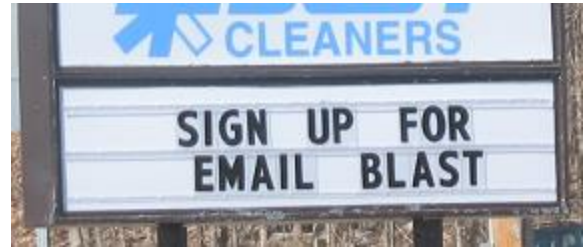
(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*; www.bookmarketing.com)

A sales proposal has three parts: 1) Strategy – how to use the unique benefit of your content, 2) empowerment - get prospects to believe you can help them accomplish something essential to their business, and 3) execution - how to implement your strategy and deliver the benefits

The Very Idea

(Editorial by Brian Jud)

People buy for their reasons, not yours. If you want them to do something, tell them why it is in their best interests to take your recommendation. This dry cleaner might get more people to sign up for its email blast by telling them they would receive discount coupons via email. Similarly, tell people how they will benefit by purchasing your books.



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)

Get FITT in your marketing: Frequency (daily), Intensity (passion), Time (for your efforts to work) and Type (use an assortment of marketing tools)

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)

One way to make your e-books and sample chapters easy to read is to add a slight amount of extra space between lines. Extra space between lines helps readers recognize words and also creates “rails of white space” which guide readers as their eyes skim from left to right across the page. Automatic, or default, line spacing is often too narrow. Try out different line spacing alternatives in the Format Paragraph dialog box, but avoid choosing “double” or 2-line spacing. The correct measure is somewhere between single and double.

As a special offer from Roger: Get one year of *Published and Profitable* membership for \$99 (a savings of \$138 for the year) <http://tinyurl.com/PandP1yr>

Roger conducted a webinar for APSS members on March 23. The link to the recording of the webinar, "Content Marketing for Authors, Publicists, and Publishers," is www.bookapss.org/webinars/ContentMarketingRogerParker.wmv

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)

. TextAloud

www.nextup.com/TextAloud

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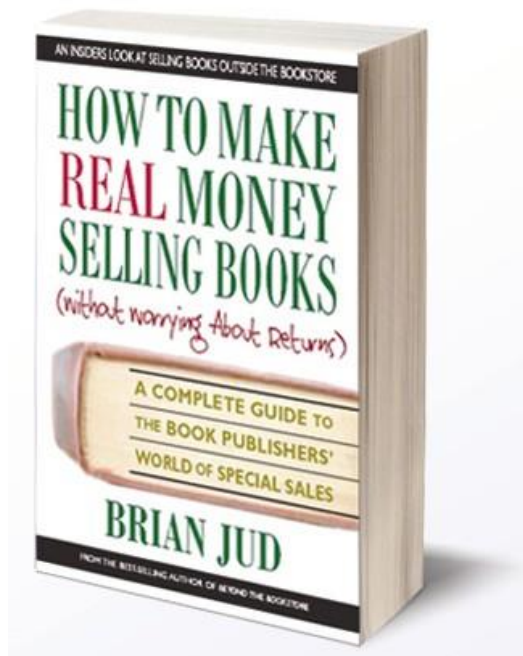
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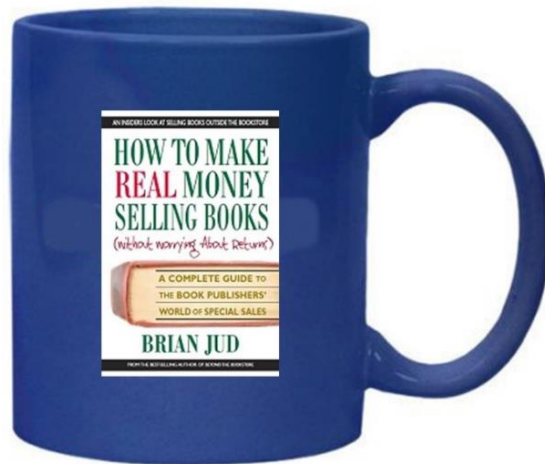


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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
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Contact Guy Achtzehn at The Promotional Bookstore, guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items



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Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookapss.org

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; (860) 675-1344; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>