

Here is your April 10 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Brian Jud, John Kremer, Guy Achtezahn, Rick Frishman, Eric Kampmann, Roger C. Parker and many others. The guest columnist in this issue is Pam Lontos.

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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 8, Number 378 April 10, 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 4/7/17**

| <u>Title</u> | <u>Quantity</u> |
|--|-----------------|
| <i>Best of the Best South Carolina</i> | 1200 |
| <i>Journal of Loss/Remembrance</i> | 1000 |

News From APSS

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



Association of Publishers
for Special Sales

New APSS-Member Discount for Staples Purchases

APSS has reached an agreement with Staples to provide you with your own Staples Business Advantage account. You can get discounts on your in-store and online purchases plus special discounts on other services.

APSS has paid the registration fee for all members to join – there is no charge to APSS members

You will have a Staples Business Advantage account in your name. You pay directly to them. Examples of discounts are 25% off copies and documents and 15% off office furniture -- in addition to free ink and toner recycling and monthly deals and special offers. You have a Staples customer representative assigned to you to answer your questions and help with your purchases

Also get discounts on other services such as:

- Up to 30% off Avis and Budget

- 20% off flowers and gifts at FTD
- 10% off professional chauffeured car service at GroundLink. Plus 25 off your first ride!
- Free procurement service for hard to find items
- Up to 50% off event planning services at GoGather with a free 1-hour consultation and free site selection

Get more details at www.bookapss.org/StaplesBusinessAdvantage.pdf and register at <http://tinyurl.com/lfm98fl> with your APSS membership number

Want to join APSS to get this (and many more benefits)? Go to <http://pro.bookapss.org/join-application>

Upcoming APSS-Sponsored Marketing Webinars

Apr 11: How to Increase Your Sales through Creative Promotion, APSS-NJ; 12:00 pm ET, <http://tinyurl.com/m4uv2pt>

Apr 13: The Secret to Selling Books in Large, Non-Returnable Quantities; APSS-CO Springs; 6:30 pm ET; <http://tinyurl.com/mt65wa7>

Apr 24: How to Sell More Books at Trade Shows, APSS-Philly; 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>

May 9: It's Show Time: How to land and perform on more TV and radio shows, APSS-NJ; 12:00 pm ET, <http://tinyurl.com/kubo33k>

Will You Be at BookExpo? Get a One-Hour Consultation And Sell More of Your Books

If you will be at BookExpo in June, meet with me and Guy Achtzehn for an hour while you are there. During that time you will learn how to sell your specific book – not books *like* yours -- in large, non-returnable quantities. We will give you names of prospective companies and tell you how you can contact and sell your books to them. And, we will show you how to find even more potential buyers, and how to make the initial contact with them. If you want a script to do that, we can develop one for you while you are there. The price for one hour of coaching is \$150. Here are the remaining starting times we still have available, and these will go to the first who sign up for them. Email Brian Jud at BrianJud@bookmarketing.com to reserve one of these times.

Thursday, June 1: 11:30, 12:30, 2:30 and 3:30

Friday, June 2: 10:30, 11:30, 1:30 and 2:30

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)

A book can be customized to the recipient. Place the company's name on the cover of the book or replace the cover with one of leather. Ask the company's president to write the foreword. Some companies may want to include a page of advertising or links to its related products and services. The content may also be tailored to fit a special occasion or season, to recognize service anniversaries or celebrate a company landmark.

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>)

How to blog effectively. To create an effective blog, one that will get you noticed and linked to, you have to think like a blogger. Here are a few basic actions that should help your blog get noticed:

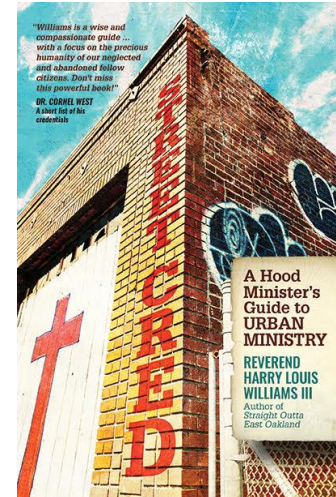
- Post every day.
- Interview interesting people.
- Use a layout that makes it easy to read your blog.
- Stir the pot. Poke fun at something.
- Recycle content.
- Post a blog roll – a list of other blogs you find interesting.
- Comment on the content of other blogs.
- Link to your website.
- Be truthful.

The Cover Story – Tamara Dever

(Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com)

Street Cred

For anyone with a passion for inner city ministry, this book is a must-read. It's truthful, hard-hitting, and inspiring. The cover had to bring the reader to the streets and show the book's authenticity, as well as provide a hint to its Christian content. That can be a tough combination, but using an actual photo of the author's 'hood, paired with placing the book's title right onto the building helps to make that happen. The colors and graphic style are rough without being overly grungy or too over the top with graffiti.



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)

Tom Corley, on his website RichHabitsInstitute.com, outlines a few of the differences between the habits of the rich and the poor.

1. 70% of wealthy eat less than 300 junk food calories per day. 97% of poor people eat more than 300 junk food calories per day. 23% of wealthy gamble. 52% of poor people gamble.
2. 80% of wealthy are focused on accomplishing some single goal. Only 12% of the poor do this.
3. 76% of wealthy exercise aerobically four days a week. 23% of poor do this.
4. 63% of wealthy listen to audio books during commute to work vs. 5% of poor people.
5. 81% of wealthy maintain a to-do list vs. 19% of poor.
6. 63% of wealthy parents make their children read two or more non-fiction books a month vs. 3% of poor.
7. 70% of wealthy parents make their children volunteer 10 hours or more a month vs. 3% of poor.
8. 80% of wealthy make Happy Birthday calls vs. 11% of poor.
9. 67% of wealthy write down their goals vs. 17% of poor.
10. 88% of wealthy read 30 minutes or more each day for education or career reasons vs. 2% of poor.
11. 6% of wealthy say what's on their mind vs. 69% of poor.
12. 79% of wealthy network five hours or more each month vs. 16% of poor.
13. 67% of wealthy watch one hour or less of TV every day vs. 23% of poor.
14. 6% of wealthy watch reality TV vs. 78% of poor.
15. 44% of wealthy wake up three hours before work starts vs. 3% of poor.
16. 74% of wealthy teach good daily success habits to their children vs. 1% of poor.
17. 84% of wealthy believe good habits create opportunity luck vs. 4% of poor.
18. 76% of wealthy believe bad habits create detrimental luck vs. 9% of poor.
19. 86% of wealthy believe in lifelong educational self-improvement vs. 5% of poor.
20. 86% of wealthy love to read vs. 26% of poor.

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.)

What Copyright Does Not Protect

Despite the broad protection of copyright law, it does not protect the following things:

- ✓ Works that have *not* been fixed in a tangible form of expression (for example, choreographic works that have not been notated or recorded, or improvisational speeches or performances that have not been written or recorded).
- ✓ Titles of books and other works, proper names (including Web site domain names), short phrases, and slogans; familiar symbols or designs; mere variations of typographic ornamentation, lettering, or coloring; mere listings of ingredients or contents.
- ✓ Ideas, procedures, methods, systems, processes, concepts, principles, discoveries, or devices, as distinguished from descriptions, explanations, or illustrations.
- ✓ Works consisting entirely of information that is common property and containing no original authorship (for example, standard calendars, height and weight charts, tape measures and rulers, and lists or tables taken from public documents or other common sources).

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)

Enlisting the support of well-known and/or well-respected individuals can help book sales. Such individuals can help in many ways, by writing your book's foreword, preface, or introduction. Or they can provide an endorsement for your book that can be placed on the book's cover, back cover, first few pages, and/or promotional materials.

Endorsements usually help when they're from individuals that most people recognize or who have a large following. However, the head of your local Chamber of Commerce, a city Supervisor, or another local bigwig may love your book and have lots of clout close to home, but if your writing doesn't target your local area, their endorsements may not carry much weight with agents and editors.

Guest Columnist - Pam Lontos

(Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630; Pam@PamLontos.com;
www.PamLontos.com)

Writing Articles Is A Great Way To Gain Readers

Writing articles on a non-exclusive basis can get your article into multiple specialty magazines. Here is the format for a great article that magazines want to publish:

1. Create a provocative title.
2. Start off with a great opening sentence, also known as the “the lead.”
3. Open with a story.
4. Use the second paragraph to relate the dilemma to the readers.
5. Give 3 to 8 tips, strategies, or steps the reader can take to solve the problem. Use bullet points or numbers.
6. Give a very brief, one paragraph summary with a call to action at the end.
7. Keep the word count around 800 to 1,000 words.
8. Include a resource box, where you put your contact information.
9. In the resource box, mention your book, company, product or service. Also mention any CDs or DVDs you have.

Warnings:

- Don’t promote yourself or your book within the article
- Don’t write it in the 1st person
- Don’t put in too much fluff

You're On The Air

(Suzi Reynolds, professional media trainer)

Two concepts determine your relative success in answering questions on the air: preparation and flexibility. You may or may not know the questions you will be asked, nor the person asking them. But if you know your topic and know what you want to get across to the audience, you can perform well in any situation.

Marketing Strategy

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

“It’s a terrible thing, I think, in life to wait until you’re ready. I have this feeling that actually no one is ever ready to do anything. There is almost no such thing as ready. There is only now. And you may as well do it now. Generally speaking, now is as good a time as any.” Hugh Laurie

The Very Idea

(Editorial by Brian Jud)

Most buyers in special markets care less about your cover design than they do about the content of your book. They want to know how your information can help them increase sales, motivate their employees or help them become more profitable. Also, bookstore buyers want to know how you can help them increase store traffic; librarians want to know how your content can help their patrons.

Peel away that which is not important and focus on the meat of the issue – what you can do for them. Appeal to them with reasons why your content is different from and better than competitive titles. Demonstrate your competitive advantage so they know your book is the best of the bunch. Do that and you can quickly become the top banana in your target markets.



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)

Will your new book have life after birth? The book-marketing process does not start when your first books are delivered. There are many marketing actions you can take before your book is published. Here is a timeline to help you plan them: www.bookapss.org/PrePubTimeLine.pdf

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)

Limited-time discount on "Published and Profitable" for APSS members. I am offering APSS members a discounted ONE YEAR...yes, 12 months, membership to www.publishedandprofitable.com.

If you or somebody you know, has ever wanted to write a book but don't know how to start, where to begin, basically, HOW TO MAKE IT HAPPEN, you can find answers, worksheets, Mindmaps and much more at www.publishedandprofitable.com.

The membership fees for one year would be \$237. For a limited time Roger is offering APSS members a full one year membership for \$99.

To take advantage of this great offer please visit:

<http://www.1shoppingcart.com/SecureCart/SecureCart.aspx?mid=9EEE5676-DE82-4084-AF8D-2A9B579E30D4&pid=f8bf7b621f0d44eb8304b5b8ee6e8bf2&bn=1>

I look forward to helping you make your dream come true.

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)

Res Artis

<http://www.resartis.org/en>

Established in 1993, Res Artis lists over 500 residency venues in 70 countries dedicated to offering creative folk time away and respite from the rigors of daily life. The largest network of its kind, Res Artis promotes residential programs as vital to the arts, stimulating creative development and furthering culture.



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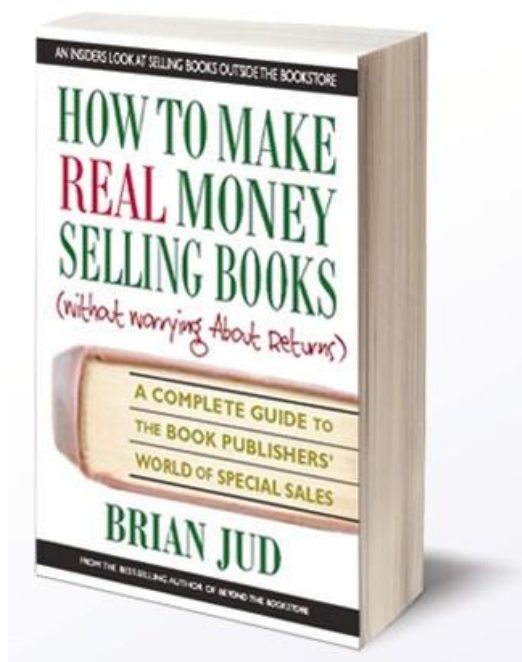
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Beat your competition
Become more profitable
Sell in untapped, lucrative markets
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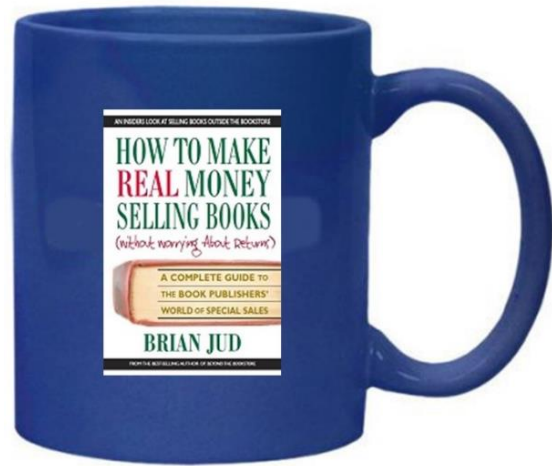


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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway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

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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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>