

Here is your April 24 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 Ton Searcy.

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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 9, Number 379 April 24, 2017

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Top inquiries from the salespeople
for the week ending 4/21/17

<u>Title</u>	<u>Quantity</u>
<i>The BOOM! BOOM! Book</i>	1100
<i>Stage Fright Cure</i>	550
<i>Tears in the Rainforest</i>	300
<i>Winston the Duck</i>	1300
<i>Food for Tots</i>	1000

News From APSS

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



New Bookstore Distribution Option for APSS Members

Cardinal Publishers Group (CPG) has agreed to provide distribution for adult non-fiction books (no fiction, inspirational or children's books) published by approved APSS members to bookstores and other non-bookstore retailers across the United States and Canada. CPG will consider distribution of printed books and ebooks by APSS-member authors and publishers, even if the member has only one title on their list. In addition CPG reserves the right to reject any book if production standards, formats and genre categories are not an effective fit. This arrangement excludes books with the ISBN of a print-on-demand company. For details on how to submit product for distribution visit <http://cardinalpub.com/prospective-clients/submit-your-book-for-review/> For more information on CPG visit www.cardinalpub.com

The distribution programs with Midpoint Trade Books and SPU (Division of IPG) remain in effect, too.

Upcoming APSS-Sponsored Marketing Webinars

Apr 24: How to Sell More Books at Trade Shows, By Brian Jud 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 2: Seven Marketing Steps BEFORE the Writing Ends, By Sharon Castlen; 6:00 pm ET; <http://tinyurl.com/k7kvzhe>

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>

May 18: All Social Media Marketing Begins with Personal Brand, by Carol McManus; 6:00 pm ET; <http://tinyurl.com/mvycw58>

Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com)

Should You Attend BookExpo? Many independent publishers feel they do not belong at BookExpo. They opine that the Show belongs to the big boys, that it is way too expensive and that there is little tangible to be gained from it. Well, all of this is true in a way, but my own experience with the Show tends to override the negatives in some very important ways. Let me explain. The BookExpo used to be a Show run by booksellers for booksellers. Publishers were invited guests who would take booth space to introduce their fall titles to the community of booksellers in attendance. All of this worked beautifully for years and the Show grew in size and importance and it was almost mandatory to attend.

But in the late 1980's or early 1990's huge changes became evident both on the bookselling and the publishing side of the market equation. On the bookselling side, the superstores began cutting into the independent bookstore's market share and on the publishing side, more independent publishers began entering the fray. For BookExpo it took many years to adjust to the new realities and during that period the importance of BookExpo was diminished. But to me all that has passed and BookExpo has become, once again, one of the most important events in the publishing calendar. What about you? Should you go? By all means, because this is a networking business and BookExpo has become a wonderful networking Show. It is a great time and place to discover new markets and new sales opportunities and make new friends. I suggest you seriously consider attending in New York City from May 31 – June 2, 2017 see www.bookexpoamerica.com.

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)

On a plane that has just pushed back from the gate, the passenger in 10A turns to the one in 10B and says, "Excuse me. I noticed you have the new book by (Your Name). May I ask you how you like it?" 10B replies, "It is really good. I got it as a gift from ABC Company at our annual sales conference." A conversation ensues, and perhaps an opportunity is created. That is an example of how a book given as a promotional item can increase exposure for the sponsoring company (and the author).

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>)

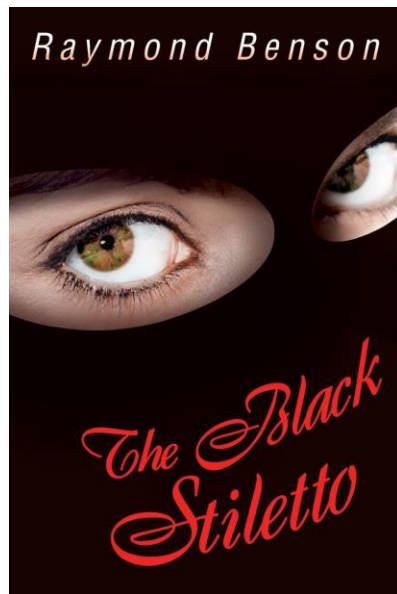
Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks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

The Cover Story – George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com) george@fostercovers.com)

The Black Stiletto

In 2010, New York Times bestselling author Raymond Benson created a new heroine for a 5-part book series so successful that ABC is now adapting it to television. This is the cover for the first book. Raymond wanted the design to show her eyes behind the mask so my job was simply to execute the idea. The tilted angle gives action, like she's suddenly noticing you. Cropping off the right and left increases the intensity, like you're too close. The title is placed below to help her eyes dominate the design. The treatment, eyes, and solid black define the look of the series. At top, the author's name has a color blend to disappear into the darkness while also borrowing her skin color. A graphic design rule is that few elements make strong elements.



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)

Six Tools Entrepreneurs Must Master to Succeed in an Accelerating World

(Excerpted from Singularity Hub blog. <https://singularityhub.com/2017/01/25/6-tools-entrepreneurs-must-master-to-succeed-in-an-accelerating-world/>)

Being an entrepreneur today is vastly different than it was 20 years ago. Today, each of us has access to more capital, more technological tools, more information, more talent, and more computational power than the CEOs of the world's biggest companies did just two decades ago.

1. You Must Understand Exponentials. We're local and linear thinkers in an exponential world. Our brains haven't had a significant upgrade in over a million years, whereas our technology is doubling in power every 18 to 24 months. Exponential technology is transforming products and services and disrupting industries. That's why Ray Kurzweil and I cofounded Singularity University.

2. You See the World as Abundant (vs. Scarce). Exponential entrepreneurs understand that technology is a force that transforms things from scarcity to abundance. Technology is creating a world of abundance in almost every major arena, including energy, knowledge, transportation, computation, access to education and access to healthcare.

Once these industries transform from scarcity to abundance, their products and services become cheap (or free) and their quality goes through the roof. Exponential entrepreneurs understand that despite the constant barrage of negative news from the Crisis News Network (my joking term for CNN) and its ilk, the world is becoming better at an extraordinary rate on almost every possible measure, including food, energy, education, poverty and health. (Note: I collect detailed charts on "Evidence of Abundance" here.) Exponential entrepreneurs also know that scarcity-minded, closed business models ultimately fail, and open platforms ultimately win.

3. You Leverage Exponential Technologies. Exponential entrepreneurs experiment constantly and have a deep sense of curiosity about a group of exponentially growing technologies. They see how these technologies are allowing individuals to do what was only possible by governments and the largest corporations. And further, they know that today, you don't have to become a technologist yourself, but instead take the first step: to understand the potential and implications of the technology.

4. You Have an MTP and a Moonshot. Mindset is everything. Exponential entrepreneurs have a massively transformative purpose (MTP) that drives them to power through hardship and attracts the best talent to join them. The most successful entrepreneurs then use their MTP to power their moonshot, a product or service in which they are going 10X bigger than everyone else.

5. You Tap the Crowd for Expertise, Solutions and Capital . Exponential entrepreneurs have the opportunity to crowdsource nearly everything they need - ideas, capital, design, software - to grow their company. We live in a hyper-connected world of three billion, growing to seven billion+. Around the world, cognitive surplus can help you build your products, services and drive innovation, regardless of the size of your company. With current technology, people can work from anywhere in the world at any time, and large corporations can tap into this global knowledge base to improve their systems.

6. You Launch Your Vision, Experiment and Disrupt Yourself. Exponential entrepreneurs bring their ideas to life. These entrepreneurs understand the importance of action, rapid iteration and experimentation. They follow Reid Hoffman's philosophy: "If you're not embarrassed by the first version of your product, you've launched too late." As such, exponential entrepreneurs understand the importance and means for rapid experimentation and iteration. They push tirelessly to reinvent and disrupt themselves. They drive idea exchange and create a culture of idea interaction capable of fostering creative solutions to previously unsolvable problems. They know how to constantly keep their companies, ideas and processes focused on the future, moving forward, and leveraging the latest exponential growth techniques in the pursuit of even bigger goals.

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's in a Name? No one word is more misused or more misunderstood by writers than the word “copyright.” This single word creates such confusion and lends itself to so much misinformation because rumors, assumptions, and complicated changes in the law make it difficult for writers to separate fact from fiction. But because copyright consists of such a valuable bundle of rights, it is imperative that writers fully comprehend the nature of copyright and the process by which it is protected.

Writers are not the only ones confused by the word “copyright.” More than a few business-savvy agents, publishers, and even attorneys, who are in the business of negotiating rights, have a woefully inadequate understanding of the nature of copyright. This is particularly troublesome because of the way the publishing industry is set up for traditional publishing through the major New York publishing houses.

You should also understand and appreciate the differences between the various types of intellectual property, and you should know how new technologies affect your legal rights and responsibilities in the digital age and beyond. So be sure to order additional relevant e-Reports 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)

When editors receive a proposal, one of their main questions is, “How is this book unique in the marketplace?” They want to know how the book compares to the competition, so list and compare the high-profile books in your book’s category. Describe the other books and distinguish your book from them. When possible, state why your book is better.

Knowing the competition is part of a writer’s job. If you present yourself as an authority, you must know your field of expertise inside and out, including what everyone else in the field has written. Act as an adjunct to your editor and give him or her ammunition to distinguish your book from the competition in marketing and sales meetings. The publisher’s sales team can then use those distinctions to convince wholesalers and retailers to stock your book. Comparative analysis helps identify the markets for proposed books.

Guest Columnist - Tom Searcy

(Tom Searcy may be reached at tom@huntbigsales.com)-

Editor's Note: Tom Searcy sent this in to Tom Hill's EagleZine and I thought you might be interested in reading it

"I work with a number of marketing/digital strategy/social media companies. The greatest challenge that they face is communicating the causal link between the strategy they provide, (and its execution), and an economic outcome. Certainly a viral negative about their company, for example, an unflattering video or photo, can damage their business. But this is the "unfelt risk" conversation that results in a minimum insurance policy approach to purchasing social media. Low investment with the intention of being in the game not to lose rather than to win.

How does an active Twitter account create revenue? There are correlational relationships, yet most of these are anecdotally explained with hyperbole and sketchy translation from one business to another. I watched a firm try to explain the impact of a widely-shared tweet on a new flavor at PinkBerry yogurt as a viable example for a successful campaign for an industrial manufacturer. This is snake oil science and the vast majority of the frothing mouth social-media-istas promote the same math equations of "many eyeballs = many dollars." When asked to show their math, they tell another exciting story of another event that created buzz and money. These are stand-alone moments in marketing that do not have a formula for replication. When the most effective social media moment relies on serendipity like a 10-year old girl burning her hair off accidentally while curling it, then you do not have a business strategy. You have hope and a jar running around in a thunderstorm trying to catch lightning.

A clear gap in the video was addressing the most causal social media tool for business-to-business use out there, LinkedIn. The numbers on this tool trump all of the others as far as real money earned from use of the tool. Leads generated, candidates considered, resources sourced and jobs closed are much higher in LinkedIn. The frequency of executives looking up the attendees in a meeting before they attend that meeting for a first conversation using LinkedIn is over 80% now.

I understand the impact of social media on the general market-messaging platform. It crushes traditional television, print and display advertising. Its true power will increase as the causal link chain between dollars spent and dollars received in the b2b commercial use goes up."

You're On The Air

(Eric Marcus, Author of *Breaking the Surface* and former producer for Good Morning America and CBS This Morning)

*I love the edge, not knowing who is going to call or what they're going to say.
Always stay calm and let the host deal with irrational callers.*

Marketing Strategy

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

Follow up if you are rejected. Here is an example why. Jenna Lee was rejected after applying for a position as a TV news reporter. So she inquired seeking feedback that could help her improve her demo tape. The response was they didn't like her accent. But she felt she had no regional accent, and followed up again. They found that a different person, Jennifer Lee, did have an accent, and was disqualified. They assumed they were the same person and never saw Jenna Lee's demo tape, but did later. She was hired.

The Very Idea

(Editorial by Brian Jud)

Authors do not have to be media performers or professional speakers to perform promotional events. Nor do they have to suffer through lonely signings at bookstores. Authors can hold events that promote their topic of interest -- events such as demonstrations, workshops, readings or in-home parties – and sell more books.

Make your appearance at a special-sales outlet an event, not a signing. You can perform at corporations, hospitals, schools, warehouse clubs, zoos, libraries, airport stores, state fairs, military exchanges and supermarkets – anywhere your books are being sold. Maximize your results at each by making your presentations come alive.

Carolyn Newcomer, author of the children’s book *Barf’s First Flight* did that. This picture was taken during an event at a store in Folsom, CA. The costume was hand made to fit her 12-year-old son. He is also wearing red converse tennis shoes, just like his pal, "Barf."



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)

Answer a question with a question for a low-key closing technique. For example get the decision maker’s commitment to buy your book *if* you can meet his or her needs. Retail Buyer: “I think your book would fit into our product line, but I’m just not sure it will be able to generate enough additional traffic to warrant our replacing an existing book with it.” You could reply: “If I can demonstrate to your satisfaction that I have a marketing plan in place and that I will promote your store as carrying my book, would you give it a try (ask the buyer to give it a *try* rather than commit to a large purchase)?”

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)

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)

Movable Type Management (MTM) http://mtmgmt.net/MTM_Home.html

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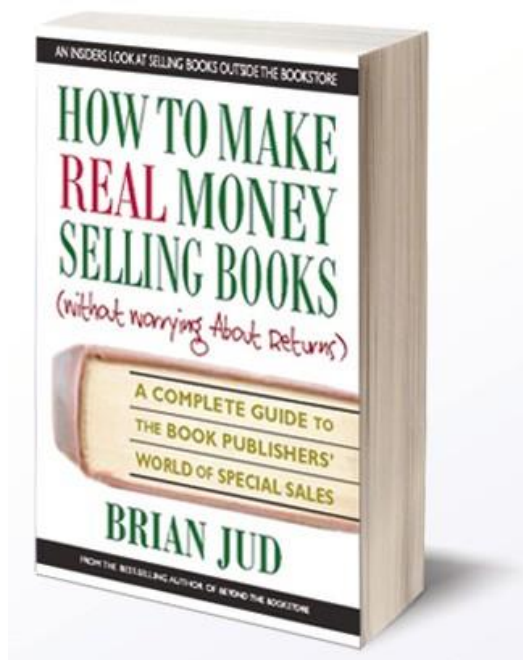
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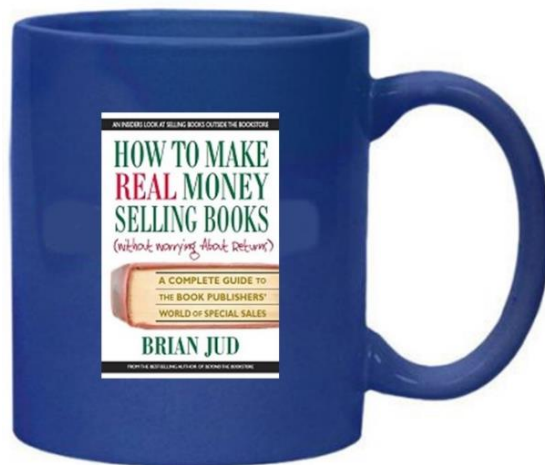


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Brian Jud offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any 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>