

Here is your June 4, 2018 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, and many others.

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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 17, Issue 12, Number 408 June 4, 2018

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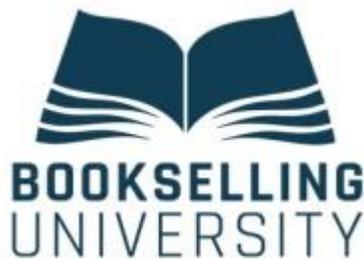
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**Top inquiries from the salespeople
for the week ending 6/1/18**

<u>Title</u>	<u>Quantity</u>
<i>The Vitamin Solution</i>	8000
<i>Copyright Clearance for Creatives</i>	200
<i>Reconnecting w/Teenage Daughter</i>	2300
<i>The Lines that Divide America</i>	11,000

News From APSS

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



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 Brian Jud
 Executive Director, APSS

Upcoming APSS Webinar

June 6: “Midyear Marketing Evaluation,” By Brian Jud; 6:00 pm ET; <https://bit.ly/2IP0VC4>

How to Sell Books Through Gift Shops in Parks By Brian Jud

There are two major ways to sell to buyers at gift shops parks and historic sites. One is to work through independent sales representatives found at <http://www.greatrep.com>. This site provides several entry points. Contact salespeople directly under “Lines Wanted,” or list your book in the “Reps Wanted” section. There is also a list of upcoming wholesale trade gift shows at which you can exhibit and/or network.

Second are third-party operators that buy for gift shops in parks and historical centers. They work in partnership with the retail outlets to ensure that their guests have a meaningful experience and can extend their experience by discovering relevant products in their stores.

Event Network (<http://www.eventnetwork.com>) manages stores on behalf of many cultural attractions at iconic landmarks and historic sites such as Gettysburg National Military Park and The Alamo. Started in 1998, Event Network is now the leading operator of cultural attraction stores worldwide. Reach Event Network at 9606 Aero Drive, Suite 1000, San Diego, CA 92123.

Eastern National (<http://easternnational.org>) was founded in 1947 to serve the national park system. It operates more than 150 units of the National Park Service in the Eastern United States, Puerto Rico, and the United States Virgin Islands. It is located at 470 Maryland Drive, Suite 1, Fort Washington, PA 19034. Eastern National is also an independent publisher producing educational products for the National Park Service. “Our publications are different from those developed by traditional publishers,” Erin Sweeney, Inventory Replenishment Manager at Eastern National explains, “because Eastern National collaborates directly with the parks to produce educational material to fit specific needs within the park.”

The Western National Parks Association (www.wnpa.org) is the official nonprofit partner of the National Park Service and its 67 national parks in the western United States. Headquartered at 12880 N. Vistoso Village Dr. Tucson, AZ 85755, WNPA ensures that all products, services, and programs enrich the visitor experience.

Arcadia Publishing and The History Press are examples of publishers that can work with WNPA as Community Partners. These imprints are the most comprehensive publishers of local and regional books in the United States. Titles such as *Denver City Park and Whittier Neighborhoods*, *The Grand Canyon: Native People and Early Visitors*, and *Glacier National Park* are bound to sell through WNPA stores.

The core purpose of all three of these entities is identical. Laura O’Neal, a book buyer at Event Network summarized their singular objective by saying, “Our goal is to create an extension of the guest experience at each of our partnerships. We source books that provide educational value and that offer an opportunity for visitors to explore and learn more about the different concepts and exhibits that they have just experienced. We also look to represent local authors and titles that celebrate the particular region or area in which the venue is located.”

They usually buy books on a non-returnable basis with discounts ranging from 50% to 70% off list price. Ms Sweeney says, “The price should be under \$20,” and books priced at approximately \$10 to \$15 sell best.

Sales to parks and historical sites are seasonal, with sales peaking in the period from late May to early September. In general, hardcover books sell better than softcover books since parents seek books their children will be able to enjoy and keep as a memento of their visit to the venue. However, there are exceptions, as Erin points out: “Softcover books outsell hardcover in most cases in our stores.”

A major decision criterion of buyers is your content’s fit with the store’s image and customer base. In addition, books selected are generally site specific. According to Ms Sweeney, “Few books are relevant to all our locations.” When you send your package to Eastern National, Erin recommends that you “Include a copy of the book and a sell sheet describing the data I need to make a decision.” Visit the stores and get a good sense of what they are about, and then submit your book with a description of how your content fits with the retailer’s mission and visitors.

Billions of dollars are spent in gift shops every year, and you can get your share of this market. Do your homework and submit a professional package that demonstrates how your content is different, better and perfectly suited to their stores and guests.

Brian Jud is a book-marketing consultant and the Executive Director of the Association of Publishers for Special Sales (APSS – www.bookapss.org– formerly SPAN). Contact Brian at brianjud@bookmarketing.com or www.premiumbookcompany.com

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.)

Terminating Transfers under 203 of The Act: Section 203 of the Copyright Act provides that a transfer or license of copyright (or any right in the bundle of rights) executed by the author (but unlike a pre-1978 transfer not a transfer made by anyone other than the author) on or after January 1, 1978, is subject to termination under the following conditions:

- A single author who executed a grant may terminate it. If the author is deceased, then whoever is entitled to exercise more than one-half of that author's rights may terminate it.
- If two or more authors executed a grant of a joint work, a majority of the authors who executed it may terminate it. If any of the joint authors is dead, his or her termination interest may be exercised by whoever is entitled to exercise more than one-half of that author's interest.

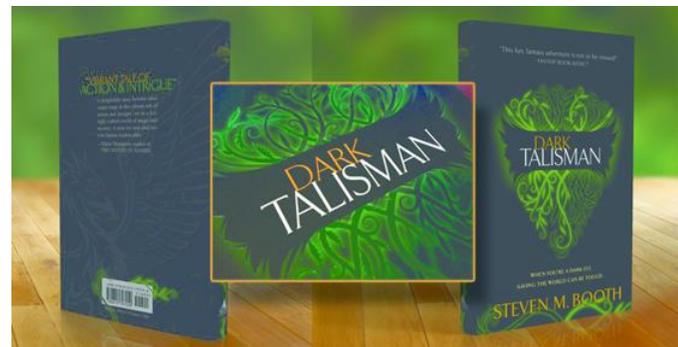
This single, extremely valuable section of the Copyright Act, allowing for the reclaiming of rights by terminating transfers, empowers authors. Note that the statutory termination provision does not apply to works made for hire or to transfers made by will. The termination right also does not apply to rights arising under foreign laws or derivative works. In the case of derivative works (for example, a movie based on a book), termination of the rights to the underlying work (the book) does not prevent the continued display and distribution of the derivative movie. Once the rights are terminated, however, no new derivative works can be created.

Not surprisingly, the rules to exercise the statutory termination right are specific and must be strictly adhered to or the right will be forever lost. In addition, the Copyright Office does not provide printed forms for the use of persons serving notices of termination.

The Cover Story – Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. To learn about how we can help you publish outstanding books, please visit www.TLCGraphics.com.)

Dark Talisman is an epic fantasy and the first book in the Guardian Chronicles series. The story is intricate, setting Dark Elves against Green Elves, involving great Phoenix birds, and the world balancing on the edge of annihilation. The black and green vines — mostly separate but some being intertwined — show the relationship of the Green and Dark Elves. This design works well in and of itself, being intriguing, simple yet intricate, and well balanced in its use of color and space. When augmented with green foil and debossing the title shape (see inset), as well as mixing the use of gloss and matte finishes, the jacket truly sings. It is a winner of the IBPA Benjamin Franklin Award for best fiction cover



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)

I love the phrase "Getting the odds in your favor." Nothing really new but boy does it work. Odds in your favor in your spiritual life, your health, relationships, professional and financial. Speaking of financial, I remember so clearly the first time I listened to Jim Rohn's cassette tapes (summer of 1984). He told the story of his mentor

suggesting he invest in something. Jim replied something to the effect, "I don't have that kind of money." His mentor replied, "Who sold you on that plan?" It's been my experience that to achieve significant goals, it only takes two things: Knowing the principles of success in your field and then having the discipline to execute those principles. It's not brain surgery - know what you want and execute. One very obvious example is health - approximately 70% of American adults are overweight - the principles are exercise and diet. Simple but not easy for a lot of folks. Create a plan and execute!

Answers to Your Questions About Non-Bookstore Marketing

(If you have a question about selling books to non-bookstore buyer, send it to BrianJud@bookmarketing.com and he will answer it here)

Is there one good source of information about selling to the military marketplace? Georgette Olson

Excellent question, Georgette. There is a great place to start and it is the American Logistics Association (<https://www.ala-national.org/default.aspx>). According to its website, "The ALA is a modern, best practice trade association that has become industry's "First Call" when dealing with the complex issues of navigating the military marketplace. The military channel comprised of military Commissaries (grocery stores), Exchanges (convenience stores, department stores, food concessions, gas stations, communications and electronics, wine, beer and spirits, ship's stores, tactical retail outlets), Morale, Welfare and Recreation sales and services (restaurants, child care, fitness centers, libraries, auto service), Veteran's Canteen Service (retail outlets in VA Hospitals and offices), constitutes a business environment with close to \$20 Billion in annual sales. This marketplace is worldwide, world class and world of opportunity. Doing business with the government is at times a daunting task. Our staff of experts translate difficulty into opportunity for our association membership. We host a series of networking opportunities during the course of the year that allows our members to meet and network with the leadership of these diverse organizations. We also provide advice, research and operational information that is critical to driving successful business opportunities. There is no company too large or too small; there is no opportunity we will not explore."

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

If you're comfortable with gestures, do gestures. If you're not comfortable with them, don't. But if you want to talk with your hands, talk with them; otherwise, you won't be able to think.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtezahn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

Go to the websites of your target schools. Many will display course outlines, perhaps including the current textbooks. The websites of some states' Departments of Education provide explanations of the requirements for each grade level. Use this information to tailor the content of your books as well as your sales approach, demonstrating the benefits of your title over their current text. You can also learn some of the industry jargon, such as the use of the terms *beginning readers*, *emergent readers* or *reluctant readers* in the K-12 arena. To find contact info for a school in any state, go to <http://nces.ed.gov/ccd/schoolsearch/>

Marketing Strategy

Here is a different approach for a start-up business from the *Harvard Business Review* (May-June, 2018 p 53): "Codesigning products with customers is a better path to success than writing a business plan... Every start-up's principal task is to search for a scalable opportunity – an entirely experiential learning process that is not amenable to a pre-articulated strategy... entrepreneurs should develop a 'minimally viable product' in order to obtain customer feedback as early as possible."

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.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com)

You have more connections to further your business than you think. Before any concerns about not wanting to “abuse” them, your connections are more than people and are the most important part of sustaining and growing your interest, involvement, and bottom line.

Who you know and how you help plays a role in bringing expertise to people who want it. However, how have you connected ways to deliver your information? For many years, printed books were the only way to publish content. Then came downloadable books and audio recordings (books on tape). Certain books became films or magazine articles. Board games and video games have started with books or had books added once the games became popular, translating into languages beyond the original.

Marie Gibson created her *Caregivers Journal* and then a tips booklet to accompany the journal or as a stand-alone publication. She connected useful information in different formats for large-quantity buyers to distribute or for patients and their caregivers. www.the-caregivers-journal.com/

The additional delivery formats come from realizing connections to different ways to create the information, reaching and connecting with different audiences within and beyond the same community they served. Connecting information, format, and recipients made it all happen.

ACTION – Consider how you can connect your ideas to different formats of your own or of other people. Then determine who you know who can most benefit from what you have. Starting with what you’ve got and who you know creates a foundation to most easily expand your ideas and your audience.

The Very Idea

(Editorial by Brian Jud)

Every book has competition, regardless of its content or what the author thinks. In retail sales you have competition for shelf space, media placement, airtime, readers’ wallets, reviewers’ time, etc. In non-retail sales you are competing against budget money, coffee mugs and other sales-promotional products. Know the value of your competition to your prospective buyers, and how your content stands in comparison. Then leap from the competitive environment and become the kingfish in your own segment.



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)

Planning is important as a first step, but shouldn't consume an inordinate amount of time, especially for a start-up. Focus on your customers, then start on your path in a considered direction. Then experiment, evaluate and iterate.

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)

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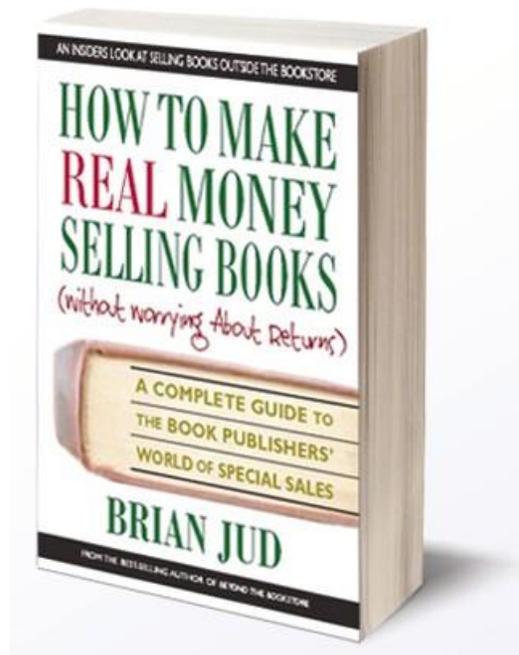
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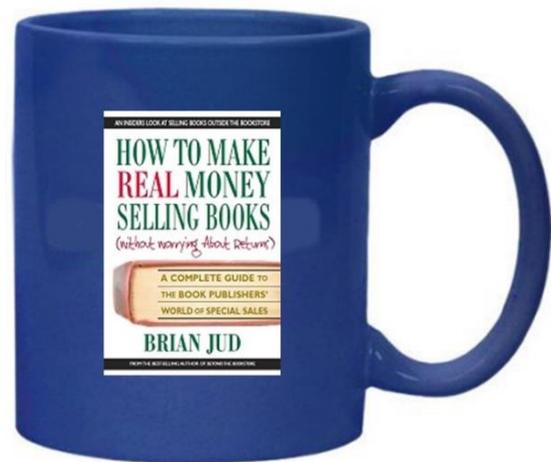


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Contact Information for Brian Jud

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

Brian Jud is the Executive Director of The Association of Publishers for Special Sales (APSS). Join this association for many discounts from major suppliers and many educational programs that can help you sell more books more profitably. Discover more at www.bookapss.org

He also 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.

Brian is the editor of this newsletter. If you have questions, comments or want to contribute a short article, contact him at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com