

Here is your February 12, 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 4, Number 400 February 12, 2018

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**Top inquiries from the salespeople
for the week ending 2/9/18**

<u>Title</u>	<u>Quantity</u>
<i>Finding College Cash</i>	2200
<i>The Secrets to Stepfamily Success</i>	450
<i>Beautiful Scars: A Life Redefined</i>	1250
<i>Together We Can</i>	200

News From APSS

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



Association of Publishers
for Special Sales

APSS discount on staffed displays at trade shows around the world

Have you ever wanted to display your books before thousands of people at BEA, ALA or Frankfurt, but didn't want to spend thousands of dollars to do it? APSS has an agreement with The Combined Book Exhibit® (CBE) to display APSS members' books at major state, regional, national and international shows for one low flat fee per show.

CBE displays your book(s) with those of other authors and publishers at shows with heavy traffic. CBE also creates a catalog for each show it attends, and keeps a comprehensive database on its website with your contact information for an entire year. Here are the 2018 shows and deadlines:

- Public Library Association - Deadline: March 07, 2018
- London Book Fair New Title Showcase - Deadline: March 16, 2018
- BookExpo New Title Showcase - Deadline: May 04, 2018
- New York Rights Fair - Deadline: May 07, 2018
- American Library Association Annual - Deadline: June 06, 2018
- National Education Association - Deadline: June 11, 2018
- Beijing International Book Fair - Deadline: September 03, 2018
- Frankfurt International Book Fair - Deadline: September 12, 2018
- Sharjah International Book Fair - Deadline: October 01, 2018
- Guadalajara International Book Fair - Deadline: November 02, 2018

See how much money you can save by having CBE exhibit at major shows by visiting <http://tinyurl.com/y7bpzgd> Register with your APSS membership number (insert it at APSS ORDER NUMBER).

Upcoming Marketing Webinars

Feb 22: "Electronic Editing," by Patricia Charpentier, 6:00 pm ET, <https://tinyurl.com/y7r7lswd>

I Only Have "-ize" for You By Brian Jud

Many independent publishers use the Christopher Columbus method of planning. They do not know where they are going. When they arrive, they do not know where they are. And when they return, they do not know where they have been. This is not a good way to run a business.

Avoid this situation by writing a strategic, functional plan to market your books. Your plan should identify the most promising business opportunities. It should clarify your goals and the activities you will employ to move toward your objectives efficiently. For a view of a new planning formula, look through these "ize."

Recognize. A basic premise for successful marketing is to find a need and fill it. You do this by researching three major areas. First, discover what product opportunities exist. Second, learn the demographics and psychographics of your prospective customers. Finally, calculate your potential market's size, growth and competitive status.

Crystallize. According to a proverb, a journey of 1000 miles begins with a single step. But what if that step is in the wrong direction? Start your trek by deciding where you want to go. Write a specific, measurable objective

and the date upon which you will accomplish it.

Strategize. Now that your destination is etched in your mind, how you will get there? Should your product be a book, an audio book or an ebook? Will you market it through the traditional retail channels or directly to non-retail buyers in corporations, associations or the military? Answers to these questions will dictate your distribution network and discounts which in turn impact your pricing strategy. Finally, describe how you will coordinate the elements of your promotion mix by manipulating your advertising, publicity, sales promotion and personal selling strategies, on and offline.

Next, define the specific actions you will take in each of the four strategic areas. If your product is to be a printed book, what size, color and shape will make it most saleable? Could it be an audiobook or e-book? At what price will you sell it? Which distribution partners will you contact? To which reviewers will you send galleys or ARCs? What will be in your one-sheet, and to what television and radio stations will you send it? Which trade shows will you attend? Will you conduct a direct mail campaign? There are many marketing actions you can take before your book is published. Here is a list to help you get started: www.bookapss.org/PrePubTimeLine.pdf

Capitalize. There are hundreds, if not thousands, of actions you can take to market your book. However, most publishers do not have unlimited funds to perform them all. So create a financial statement to allocate your existing resources, as well as if, when and how much you may need to borrow.

Energize. Without action, planning only gives the illusion of progress. Now it is time to put your plan into action. Marketing a book successfully requires perpetual promotion. Perform each step according to the way you planned it.

Scrutinize. Action is not synonymous with accomplishment. You may be busy promoting your book but you may not be getting closer to your goal. Periodically assess your progress and make any changes that are necessary.

Realize. This planning formula organizes and directs your thinking and actions to best exploit available opportunities. It coordinates and unifies your efforts to make your budget more efficient. And it helps you regain your bearings and look back to see how far you have come. It's up to you to make your goals a reality, and if you plan correctly the "ize" have it.

Decide where you are, where you want to go and how you will get there. Then set your course for smooth sailing toward a new world of publishing success

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

**Why Authors Who Want a Publisher Must Treat
All Publishing Companies with Caution!**

Joan Holman- Online Marketing Guru & Book Marketing Diva – www.holman.com

While attending a party, I was introduced by a friend to a woman named Susan (not her real name). She told Susan that I was the “[Book Marketing Diva](#)” and an expert publishing consultant and that I might be a good resource for her. This included helping her avoid mistakes, pitfalls and dangers in the publishing industry.

You have written a book—Susan was a leading business consultant. Her clients included large companies throughout the country. She had recently self-published a nonfiction business book and had sold 3,000+ books through her own marketing efforts in less than a year.

You want a publisher—Susan wanted to get a publisher. She believed her book could be a bestseller if she had a publisher who would do the marketing and promotion for her book. I did not want to pour cold water on Susan’s dream, but my many years of experience in the industry included having many traditionally published authors come to me after having a major disappointment with the lack of success of their own books, which they attributed to the lack of marketing and promotion by their publisher. This included some of the biggest publishing companies in the world. And authors with top credentials and impressive books.

A publisher says they want your book—It appeared Susan’s dream to get a publisher might come true when a friend of hers introduced her to a top executive at a very prestigious big traditional publishing company, and the company said they wanted to publish her book.

Beware the publishing contract—The publisher sent Susan a publishing contract. And she asked if I would review the contract and give her my opinion. I told her I could take an initial look at the contract, but that she would need to hire a literary attorney to review and negotiate the contract.

Literary law is a very specialized area of law and any contract must be carefully examined by someone with up-to-date expertise in publishing. I told her that I also had personal experience with this publisher, top contacts with them as well, and some inside information that might be helpful.

Traditional publishing using a literary agent—As I told Susan, it is usual for an author to first get a literary agent. The literary agent would secure a publisher and then negotiate the contract, and could have greater leverage to negotiate a deal than a single unknown author.

Your book is an asset— If you are an author, your book is valuable intellectual property and it is very important to be careful with your assets and publication rights. Don’t part with either too easily. This definitely applies to self-publishing as well. If you sign with a publisher, you may unknowingly sign away rights and lose control of your book.

I had one author client who wanted to re-publish her bestselling children’s book published by a big-name publisher. She could not do it because she had sold them the rights. Years had passed and they were no longer interested in her book. They did not to reprint it. But she wanted to re-print it. But could not do so. She had to spend a great deal of money on legal fees and a great deal of her time fighting to get those rights back.

Beware of traditional as well as vanity publishers and self-publishing companies—Companies go out of business. Companies go through mergers. I have a new author client who published with an indie publishing company that was acquired by another company.

Lost in space: no one will now return your phone calls or emails—Now, she cannot get anyone to return a phone call or e-mail. All the previous employees are gone. And I have another author client who published with a “vanity” press or so-called “self-publishing company” (and this is a pretty well-known company in the world of publishing), and their customer service is so bad that it was almost impossible to get any follow-up or help whatsoever. I had to actually take over and troubleshoot the process in order to cancel my client’s contract. And they company would not return the book files, so these had to be re-created, which involved time and expense.

Use caution with publishing your book with any publisher—I don't want to discourage any author's dreams for their book. However, I advise caution about even going with a publisher, any publisher. You really do not need a publisher today. There is a new paradigm in publishing and it is SELF PUBLISHING.

In my own experience, I have had many authors come to me who were traditionally published, even by big name publishers. They thought these publishers would market their books for them, only to be bitterly disappointed. They found out, after signing away their book rights, that the publisher did little to nothing to promote their books.

Self-publishing may offer a better financial reward than using a publisher— In fact, very few books are actually profitable, whether published by a traditional publisher, or self-published. However, there can be other reasons to publish a book than just pure profit, including creative self-expression, building professional credibility, building a business, creating a brand name, using a book as your “business card,” and providing valuable information. But the truth is, since publishers pretty much expect an author to do their own marketing, an author has a much better chance at making money if they self-publish than if they go with a publisher.

If traditional publishers expect you to market your own book, why do you want or need a publisher? It has become very easy now to self-publish your own book and get worldwide distribution. You do not need a publisher to do this for you. You can use such services as [Create Space](#) (Amazon's print on demand service) or [Kindle Direct Publishing](#) (Amazon's ebook service.)

Developing your author platform—It does take an investment of an author's time (and usually some money) to actually promote a book. Today, publishers expect you to market your own book, and they are looking for authors who have a “platform”, i.e, a built in ready-made audience that will want to purchase the author's books. Your platform can be a million followers on Twitter. Or a large email list. Or followers of your blog. Or readers of your articles in magazines, newspapers. Or viewers of your television show. Or those who come to hear you speak as a professional speaker.

Pricing your book properly—But if the author prices the book correctly, he or she can get a much bigger profit per book. For example, one of my clients who was traditionally published and made perhaps about \$1.00 per print book royalty is now making between \$4.00 – \$6.00 per print book royalty. So if he had stayed with a publisher, he would have had to sell four to six times the number of books to make the same amount of money. So if he sold 1,000 books on his own, he would have had to sell 4,000 – 6,000 books through a publisher. And he still would have to do all the marketing himself.

Final words of advice—Please do your homework before going with any company for publishing, whether it is a publisher or author-services company that allows you to self-publish and have complete ownership and control (such as Create Space).

Notes From the Front Lines

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

What is the difference between a wholesaler and a distributor? Confusion reigns when we get down to defining the different activities of book wholesalers and book distributors. I tried to clarify the situation several years ago by redefining the term "distributor" to "publishing services company" but to no avail. It is important to accurately distinguish the two types of activity because they are very different in both emphasis and kind.

The book wholesaler should be seen as a service provider to bookstores. They do not create demand; rather they efficiently respond to demand whatever the cause and whatever the title. They envision their task as serving the interests of bookstores and similar outlets with their main object of getting product A to store B in the shortest possible time and at the lowest possible cost. Look at them as a kind of UPS or FedEx of the book business. On the other hand, book distributors represent the interests and activities of book publishers. Instead of hiring your own sales and marketing personnel and running your own shipping, storage and returns processing warehouse, you would outsource all of these activities to a book distributor who focuses on these activities on your behalf. Unless, you are doing over \$5,000,000 in book sales, you should seriously consider the book distributor option. It may actually cost less and at the same time provide marketplace clout because the distributor represents many publishers to the marketplace.

The Cover Story – Kathi Dunn

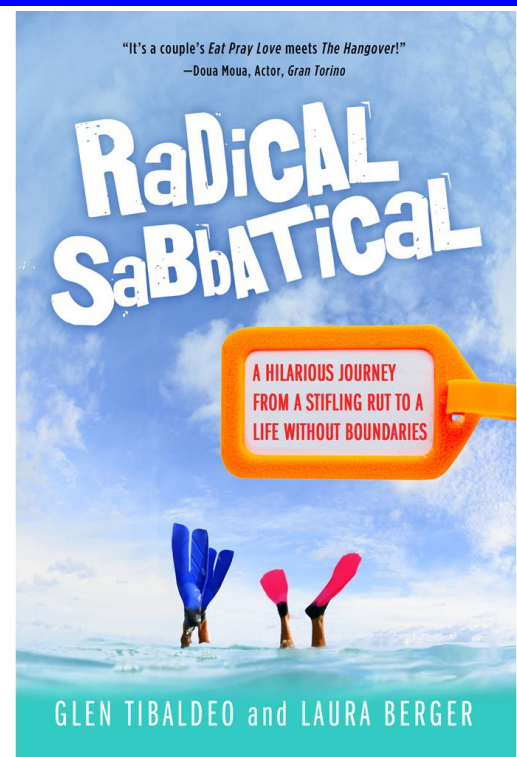
(DUNN+ASSOCIATES designs stellar book covers and marketing materials for bestselling authors, traditional and indie publishers, and fast-track experts so they can build credibility, open new doors of opportunity, and create positive change in the world. Since 1985. <http://www.dunn-design.com>, kathi@dunn-design.com,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

Your Book Cover Design Says a Thousand Words

The choice of imagery, whether illustration or photography, is paramount when creating a compelling design for your book cover.

In this real-life comedic memoir, its authors expose the blessings and ironic struggles of ditching their cut-throat corporate jobs for life in a tranquil jungle paradise. Working as a team with the authors, cover designer Kathi Dunn explored options for the perfect visual impact. After researching hundreds of images, she recommended this cover's rights-managed stock photo which says it all. Not only does it put the prospective buyer in the emotional state of relaxation and adventure in tropical serenity, but its expansive sky also provides the perfect backdrop for an eye-grabbing title. And why not use a fun luggage tag to house the subtitle vs just slapping text on the page?

Surveys indicate that we are over 70% visual so it is the front cover's job to grab attention visually *first* — whether on a bookstore shelf, on the Internet, or in a printed catalog — *then* the title and other text can do its magic. Without a striking design, your book will likely go unnoticed.



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)

BRAIN WIRING: I credit a lot of my blessings in the business and relationship world to understanding brain wiring. While working at the University of Missouri in the 70's and early 80's, I became fascinated by the conscious and subconscious mind. I read as many books on the subject as I could find - one in particular really helped me - *The Power of Your Subconscious Mind*, a 1962 edition by Dr. Joseph Murphy. It's not a book that everyone will enjoy but for me it made a huge difference. In 1986, when Betty and I decided to risk our financial future seeing if I could sell RE/MAX franchises in out-state Georgia, I decided to make this concept one part of my two-part sales model (the other part was self-esteem - my doctoral research subject). It paid off in "spades". We eventually ended up owning the RE/MAX rights in 3 states - the timing was perfect. After selling the rights, I was invited to speak all over Europe and N. America - doors just kept opening eventually leading to being invited to coauthor *Chicken Soup for the Entrepreneur's Soul* - an amazing blessing. My message is to encourage you to read *The Power of Your Subconscious Mind* - take notes on how to use the principles in your life - it works.



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)

“Other than your book, *How to Make Real Monday Selling Books*, where can I go to learn more about how to sell to non-bookstore retailers?” Joan Parker

To learn more about selling to the retail sector contact the major associations listed below. For a more complete list of state and local retail associations go to http://www.boogar.com/resources/associations/retail_trade.htm.

- **The National Retail Federation** is the world's largest retail trade association, with membership that comprises all retail formats and channels of distribution including department, specialty, discount, catalog, Internet, independent stores, chain restaurants, drug stores and grocery stores as well as the industry's key trading partners of retail goods and services. NRF represents an industry with more than 1.6 million U.S. retail companies. As the industry umbrella group, NRF also represents over 100 state, national and international retail associations. NRF, 325 7th Street, NW, Suite 1100, Washington, DC 20004, phone: 202-783-7971 or 800-673-4692, fax: 202-737-2849; web: www.nrf.com
- **The Retail Merchants Association**, 5101 Monument Avenue, Richmond, Virginia 23230, Phone: 804-662-5500, Toll-free: 866-750-2532, Fax: 804-662-5507, info@retailmerchants.com, <http://retailmerchants.com/>
- **National Retail Hardware Association**, 5822 West 74th Street, Indianapolis, IN 46278-1787, Phone: (317) 290-0338, (800) 772-4424, FAX: (317) 328-4354; <http://www.nrha.org/>

You're On The Air

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

Speak English and not jargon; one of the problems many people have is they're so into the details of the subject at hand they expect everybody to know the shorthand. If you're in the business you know what they are, but most of us don't.

Ideas for Selling to Non-Bookstore Buyers – Guy Ahtzahn

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

Reviews can impact the buyers' decisions in special markets, either positively or negatively. Although they read publishing industry reviews, such as those in *Publishers Weekly*, they are more likely to give credence to reviews and articles in specialty retail magazines such as *Gourmet News* or *Home Center News*. An article about "slow cooking" in *Gourmet News* might catch a buyer's eye. One buyer says, "then I know it's an important category and I will look for books on that subject."

Marketing Strategy

Steve Jobs said, "My model for business is The Beatles. They were four guys who kept each other's kind of negative tendencies in check. They balanced each other, and the total was greater than the sum of the parts. That's how I see business: great things in business are never done by one person. They're done by a team of people." You and APSS (www.bookapss.org) make a great team, too.

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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

The Very Idea

(Editorial by Brian Jud)

Repetition of your message is important to reach the decision-making tipping point. It may take up to ten "hits" on prospects to get them to buy. Deliver your message in different ways to increase understanding. For example, these all say the same thing: 50% off; half price; buy one, get one free.

There are four general promotional tools you can use at different times – online or offline -- to repeat your message among various targets. These are 1) publicity (press releases, media appearance, reviews), perhaps the most economical element of the promotional mix, 2) advertising (including direct marketing) can reach many consumers simultaneously with the same message with a relatively low cost per exposure, 3) sales promotion uses items such as premiums, giveaways, brochures and coupons for generating awareness, and 4) personal selling (trades shows, sales calls on corporate buyers) can be the most persuasive selling tool because it allows two-way communication. Don't Forget!



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)

If your 2018 New Year's resolution was to "lose weight," you already reached it if you lost even one pound. If your goal is to sell more books than last year, one more book sold will accomplish that. In both cases, your intention was probably to do more. These resolutions demonstrate the importance of writing specific, measurable

goals. How much weight do you intend to lose? How many books do you intend to sell this year? Be more precise, and you are likely to do what you really want to achieve.

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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<http://callmeishmael.com>

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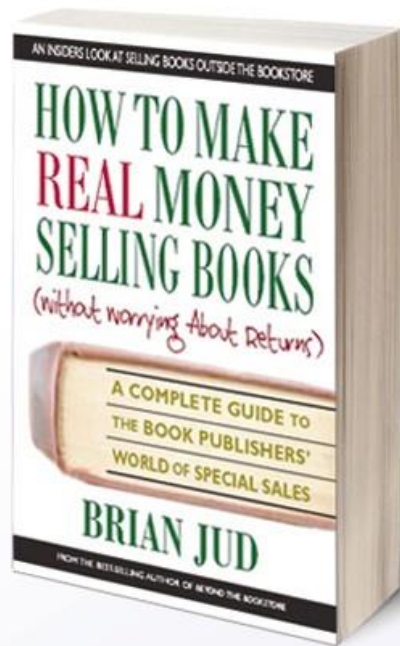
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Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

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Become more profitable
Sell in untapped, lucrative markets
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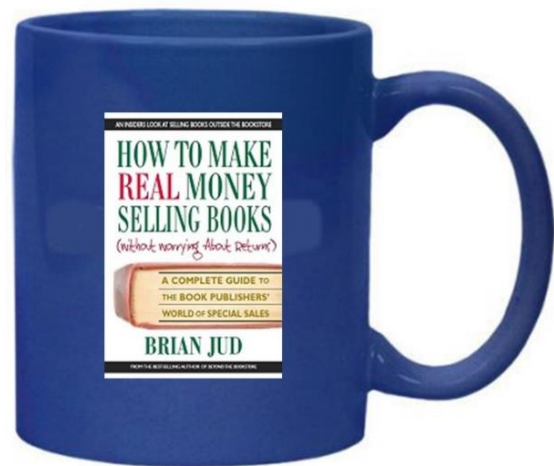


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- Boost sales
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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

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.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