

Here is your February 26, 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 5, Number 401 February 26, 2018

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Top inquiries from the salespeople
for the week ending 2/23/18

<u>Title</u>	<u>Quantity</u>
<i>Adventures of the True Sunbeam</i>	2900
<i>Feel Better Every Day</i>	875
<i>Conversational Italian for Travelers</i>	3400
<i>The Haunted Trail</i>	675
<i>Coffee with Ray!</i>	4350

News From APSS

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



Association of Publishers
for Special Sales

Enter the APSS/FedEx Grant Contest and win up to \$25,000

Here's your chance at a \$25,000 grant for your small business

The FedEx Small Business Grant Contest is accepting entries from February 20 to March 28. Is your entry ready? This is a great chance to win one of 10 grants that could change the future of your business.

Start thinking about how you want to tell your story: What do you want to share about your business? And what could a grant help you accomplish? Submit your story for a chance to win one of these prize packages:

- Grand prize: One winner of \$25,000, plus \$7,500 in FedEx Office® print and business services
- Silver prize: One winner of \$15,000, plus \$5,000 in FedEx Office print and business services
- Bronze prize: Eight winners of \$7,500, plus \$1,000 in FedEx Office print and business services

Enter in 4 Easy Steps

1. **Write a short profile.** Include why you started your business, a description of your product or service, and what makes your business stand out.
2. **Gather photos and a logo.** Highlight the best parts of your business through photos.
3. **Create a one-minute "elevator pitch" video** that describes your business.
4. **Share your profile** with fans during the voting period from February 28 to April 4. Their votes may help get you noticed and are only one of the many factors considered when choosing finalists and winners.

Voting rules alert: Buying votes from anyone, or giving discounts or gifts in exchange for votes, is strictly prohibited. Any entrant in violation of these rules will be disqualified.

See How FedEx Helps Small Businesses Every Day

APSS members don't have to enter a contest to enjoy savings of up to 31%* on FedEx® shipping: Just sign up for the APSS Shipping Program, managed by PartnerShip®. It's simple to enroll, and there's no cost and no minimum shipping requirement.

Call PartnerShip at [800-599-2902](tel:800-599-2902) or register at https://www.partnership.com/micro-site/enroll-now/APSS?promo_code=7693

*Includes a bonus 5% online processing discount. Full details available at www.PartnerShip.com/APSS/FedExdiscounts

For more information go to:

<http://smallbusinessgrant.fedex.com/?CMP=BAC-1002529-1-3-952-1110000-US-US-EN-ALLNSBGLEARNMOR>

Upcoming Marketing Webinars

Mar 1: “How to Make a Persuasive Presentation For Large-Quantity Sales,” By Brian Jud; 6:00 pm ET, <https://tinyurl.com/y8nrpjgy>

Mar 6: “What’s the Big Deal? How to Negotiate Large, Profitable Book Orders,” By Brian Jud; 6:00 pm ET, <https://tinyurl.com/y8nrpjgy>

Mar 8: “What is “Special Sales?”” By Brian Jud; 6:00 pm ET, <https://tinyurl.com/ya66vg2g>

Goals are Worthless ... By Brian Jud

Goals are the foundation of a solid marketing plan. They provide a target at which to aim, the standard against which you can gauge your company’s progress. They divide your vision statement into manageable steps and provide a path to its realization. And written goals provide a means for looking back to see how far you have come.

If all these benefits of setting goals are true, how can goals be of no value? Goal-setting is a tool, and like any other tool it is useless if used incorrectly. Goals are worthless...

...if they are not clear, specific, measurable, time-sensitive and written. This admonition is almost a cliché, but it bears repeating. Objectives must be clear so there is no misinterpreting their intent; specific so there is no doubt about whether you reached them or not; measurable in their objectivity, eliminating indeterminate goals such as "be the best in the business;" attainable in a limited period (which could be a month, a year, five years or more); written to make them indelible and not subject to later (mis)interpretation.

... if they are not realistic. Set goals within the realm of what is possible for you to accomplish. This does not mean you shouldn't stretch to meet a worthy objective, but only that your optimism should not exceed your ability to fulfill.

... if they are not arranged hierarchically. Arrange your goals from the most to the least important, from broad to specific targets so you do the most important tasks first.

... if they are not part of a plan. Planning is a verb, a series of sequential actions represented by the acronym PIE -- *Planning, Implementation and Evaluation*. Preparing objectives is the beginning of the planning process, the foundation upon which your implementation and evaluation occur.

... if you don't follow up and make them work. Once your plan is complete, move to the second part of the PIE acronym and *implement* your plan, taking action to reach your objectives. As the saying goes, plan your work and work your plan.

... if you don't evaluate your relative progress and make necessary corrections. Are your actions taking you closer to, or further from your goals? How do you know? The *evaluation* portion of the PIE acronym tests your relative progress to make sure it is forward and goal directed. If it is not, make the corrections necessary to get you back on course.

... if they are focused on the problem and not the solution. Murphy's Law is alive and well in most parts of the publishing process. But if you dwell on the things that go wrong, that is where your attention will be focused. Don't fight problems, *right* problems. Set goals to reach profitability, not to avoid a loss.

... if they are set when you are in a negative frame of mind. Negativity can overpower your thoughts when revenue and profits are down. That is not the time to be setting goals. Wait until you have regained control of your attitude.

... if they are not derived from a sense of purpose. Purpose breeds passion, the unfailing belief in yourself and your ability to make your goals become reality. Your targets will rarely motivate you to sustained action if they are not set from an unfailing sense of destiny.

Use goal-setting as the tool it was meant to be, part of the process that transforms your vision statement into reality. Do this and your march to success will be as simple as PIE.

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

Using Content to Establish a Marketable Presence on the Internet
By Anne Leedom

Getting great media exposure is something every expert would love to have. Television and radio placements are highly desirable to your campaign. However, professionals who wish to promote their book, product or service are realizing the enormous numbers of people who flock to their favorite website or read their weekly newsletter on a regular basis. Internet Publicity, when managed through the delivery of high quality content is a very effective way to promote your products or services.

Connecting with these sites and establishing a solid foundation for placing your content on their home page is not always a simple task. It can be daunting and time consuming to search sites for the proper contact and then somehow have the magic formula to connect with that contact in a way that gets their attention.

And if you do connect, what do you do then? Knowing what to ask for is crucial in creating a permanent and marketable position with top websites. Ongoing relationships with prominent websites means that a client can be placed on the home page of sites and seen by millions of people within a short period of time. Often, placement on certain sites will spill over to national radio, print and television opportunities. Authors have written new books based on the content generated on expert boards. A client is put in regular contact with the public, giving the client a great perspective on what people are looking for. Here are a few essential tips to remember in structuring your online campaign:

- A complete campaign includes all facets of Internet Publicity. However, the core of your strategy requires assessing your website or creating one if needed, to focus primarily on content. Your website should be a resource center rather than a sales tool. Next, utilize articles from your site to promote your work. By offering this highly creative and desirable content to sites that are very large and therefore in need of content you will secure a position with that site on an ongoing basis.
- Most sites require articles that are 500-800 words in length. Quizzes and tip pieces are very popular. Present a package of perhaps an article and/or a tip and quiz. The articles should reflect a timely or crucial issue of interest to the largest audience possible in that specific genre. The articles should be purely informative, not commercial in any way. Your bio and site links are mentioned at the end of the article.
- One of the most crucial aspects of what you need to do is to create “an identity” beyond the scope of your work. Become a “Pro” in your given genre. Make it as specific as possible to carve out a unique and highly identifiable niche for your work. If you are a parenting expert, then promote the unique aspects of parenting that you address. How are you going to be of value to the reader? This is the critical question you need to answer to set yourself apart. In some cases, starting with smaller sites to establish your credibility within a genre can help open the doors to bigger sites.
- Utilize a resource to seek out contact information. Keep your e-mail introductory letter brief with a short statement of who you are and what you have to offer. Include a sample article in the body of the email. Offer topic suggestions for future articles. Don’t offer testimonials at this point. If you have given previous credentials and good content, that is what they will notice. They will then refer to your site, which if formatted properly with content and not commercial products and services, will motivate them to work with you.

Other elements of an Internet campaign are crucial, including search engine placement. However, ultimate success on the Net is achieved by securing ongoing placements in sites that appreciate and want a client’s content. In exchange, the client will receive great publicity and credibility in being associated with some of the best sites.

Anne Leedom is the owner of Net Connect Publicity, an online content management and placement agency for authors. Contact Anne at anne@netconnectpublicity.com.

Tips from Marika Flatt, PR by the Book, LLC [marika@prbythebook.com/](mailto:marika@prbythebook.com) www.prbythebook.com

Just about everyone can benefit from good publicity. The majority of our clients are book-related in some form or fashion (publishing houses and authors), but some of our clients are small businesses or experts in their fields, wanting to build name recognition and their brand. Whether you wrote a book or want to build a speaking career or brand your business/expertise, you need good publicity. Publicity is so much more effective than advertising. Spend your money wisely. Here are some tips to help you do that.

- Monthly magazines have a 3-6 month lead time (depending on whether they are national or local) and they oftentimes like to review a book the month it's hitting the market. Therefore, if your publisher (or you) has not sent out information to magazines ahead of time, you will possibly miss the opportunity for book reviews. However, there are other opportunities for print coverage after publication, such as: being featured in a larger story as an expert, an excerpt from the book or submitting an article in exchange for a byline. It is important to keep this lead time in mind as the publicity campaign begins. A client often sees the magazine clips rolling in *after* the publicity campaign is already over, due to the long lead time.
- Look for the best fit with a publicity firm. There are many firms, with many varied options. For instance, our main offering is a full-scale media relations campaign that is 4+ months long, but we also offer mini campaigns, online-only campaigns and tour city campaigns. Research firms to find the ideal fit for you.
- Two months is a really short amount of time for a publicity campaign as it does not leave time to do much follow up, which is oftentimes very crucial to getting media attention. Therefore, we only recommend this option to those who want to help with their own follow up. This is a good "testing the waters" option for novelists or others who aren't sure how the media will react to their pitch. Also, a radio-only or online-only campaign is a great option for those on a tighter budget.
- Capitalize on your travel schedule. We target all appropriate media in a specific market if our client is visiting for a book signing, speaking engagement, business meeting or even just vacationing. Ideally, you'd have a 4-6 week lead time to do this in order to give enough time to get pitches written, build media lists, pitch that market and follow up. It helps if you have an event to tie your visit to, as that makes it more "local" to the media and gives them a time-sensitive reason to feature you. Oftentimes, it depends on what else is going on in that city at that time as to how much coverage this will net you.

The Cover Story – Tamara Dever

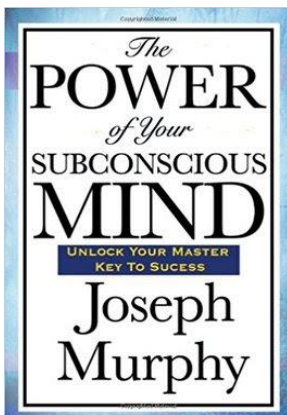
(Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com)

A bold, fresh statement was needed for *Spaghetti on the Wall*, a book on branding and marketing. Since the book had a whimsical title but serious business-related content, the client needed to have something that complemented the whimsy without looking comical, plus there was the additional hurdle of getting miles away from anything related to food. It couldn't look like a cookbook or nutrition guide in any way. The "wall" looks more like the "wall" of a website, and the icon cloud gives it a modern, fun edge with visions of branding and technology spewing from the title. The sticker adds color and character, plays with the concept of "sticking," and brings a bonus in providing a visual element for the interior art as well. The book is sold primarily online, so it has to look fantastic at one-inch tall against the white backdrop of a product page and complement the author's other book.



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)



Understanding something about "brain wiring" has had a very positive impact on me - opened a lot of doors. A lot of it started in 1984/85 while I was working for the University of Missouri-Columbia. The first book to touch me was Dr. Joseph Murphy's book *The Power of Your Subconscious Mind*. A few weeks ago, I started rereading it and underlining certain thoughts.

The first few chapters were the most impactful for me so that will be my focus today. Some interesting chapter headings are The Treasure House Within You - How Your Own Mind Works - The Miracle-Working Power of Your Subconscious. The following are some of the sub-sections I really enjoyed - Wonders Happen When You Pray Effectively - Desire is Prayer.

"The Master Secret of the Ages" - The secret is the marvelous miracle-working power found in your own subconscious mind. The main point to remember is that once the subconscious mind accepts an idea it begins to execute it - both good and bad ideas.

There's also a section called How to Attract Money - Chapter one is 'Your Right to Be Rich' and Chapter two is 'The Road to Riches'.

Well I hope this has been enough encouragement to cause you to at least read the first few chapters - make it a priority - it worked for me.

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)

Can media appearances help sell books to non-bookstore buyers? Edward Hudson

Appearances on mass media may reach everyone who will eventually go to one of the retail outlets (including bookstores) carrying your book. Promote frequently so people hear or see your message when they are about to visit the store. However, only a minority of the general public may be interested in your content. So instead of

trying to reach *everybody*, try to reach *everybody who is a prospect*. You can do that through appearances on niche media – broadcast and print -- that appeal to a specific audience. Here are examples of how several authors used appearances on niche media effectively:

- Elaine Dumler’s titles, *I’m Already Home* and *I’m Already Home Again* are “easy-to-follow, practical guides to fun, and inexpensive ways for keeping service men and women connected to their families while they’re on assignment or deployment.” She sold over 80,000 books to the military segment because she thinks “authors should get out of their traditional media mold to reach a more targeted audience.” Elaine received many calls for speaking opportunities at Army installations as a result of people listening to her on the Internet radio show, www.armywifetalkradio.com
- Barbara Florio Graham was on WGN radio in Chicago as a guest of award-winning columnist Steve Dale. According to Barbara, “His *Pet Central* show is syndicated, and every time we chatted about my cat, Simon Teakettle, I was also giving a plug to my website (www.SimonTeakettle.com). I always refer to Simon Teakettle III by that full name, rather than his nickname, Terzo.” Barbara can extend this reach through Terzo’s blog, “which repeatedly brings visitors back to her website to read about his latest antics and see new photos.”
- Curtis Patrick, former special assistant to Ronald Reagan, wrote *Reagan: What Was He Really Like?* In addition to promoting his book through store events, Patrick supported his efforts by making an appearance on the radio station at which the former president worked when he was starting out. He was asked back for multiple appearances and is currently working on his second volume of this *tell-all* book.

You're On The Air

(Brad Hurtado, former producer of the television shows, Donahue, Maury Povich and The Charlie Rose Show)

If you are part of a panel discussion, you have three tools to use. Tool number one, jump into the conversation. Tool number two, always get back to the main point, your point, of the conversation. And tool number three is don't lose any chances to add your wealth of knowledge.

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)

There are three areas of B2B sales that need to be understood before positioning your book for sales to a company or corporation. Is your book being positioned as ...

- 1) A **premium**? A premium is an item you are given for doing something or buying something; a free gift in conjunction for your action.
- 2) An **incentive**? An incentive is something that you earn. It requires that you do something extra in order to deserve or be given that item. It is usually something of considerable value to the potential recipient – such as a coffee table book.
- 3) An **ad specialty**? This is an item that carries with it a logo, message or brand name, that when seen provides an advertising impression to those who see it. Examples are pens, coffee mugs or customized books.

Marketing Strategy

Get on the trend to audiobooks and make more money. According to the *Wall Street Journal* (Feb 6, page B2), when Audible (Amazon.com's audiobook subscription service) "owns the audiobook rights, print publishers no longer get a cut. Typically, this means more money is passed on to the author." And revenue from audiobook sales is rising, "In the first eight months of 2017, publishers' revenue from audiobooks grew 20% for the same period a year earlier, while print books only rose 1.5% and e-books slipped 5.4%."

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>)

Offer free excerpts of parts of your book to any magazine or newsletter that expresses an interest (or to those that reach your target audience). Stipulate that they may reprint the excerpt free as long as they provide a statement at the end of the article describing how the book may be ordered. That statement should include the title and author of the book, the name and address of your company, and the price of the book, plus any other appropriate ordering instructions.

The Very Idea

(Editorial by Brian Jud)

You cannot always follow in the tracks of others, no matter how easy it may seem at first. Do not price your book the same – the one you are copying may have different costs and therefore a different profit picture. Do not sell your book where they are selling it – look to other segments in non-bookstore markets. Do not go on the same TV and radio shows, but find those that reach your target buyers. And write new content, something that is fresh, different and relevant to your readers. Do not lose track of your goals and make tracks toward them. Stay on the right path – your path.



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)

Marie Lamba
<http://marielamba.wordpress.com>

Lamba is both author and agent, and has a great blog that covers essentials for writers.



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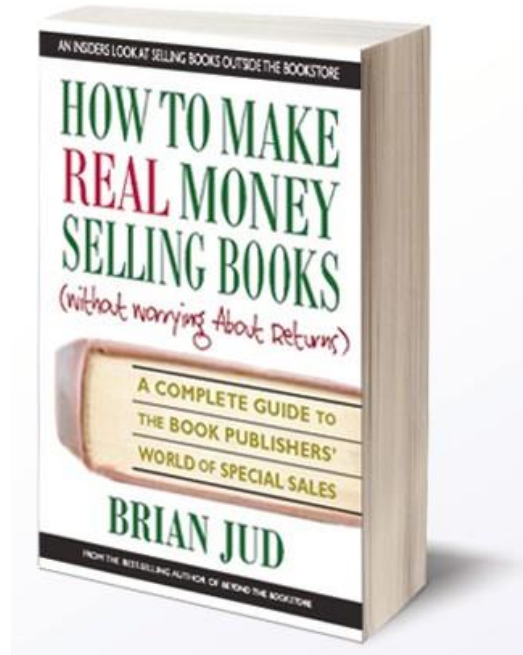
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Do you have a quick question or two about how to get started in special sales?

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...

Sell more books
Beat your competition
Become more profitable
Sell in untapped, lucrative markets
Minimize -- if not eliminate -- returns

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**A one-day workshop in your office -- customized to your titles --
shows your staff how to make
large-quantity sales
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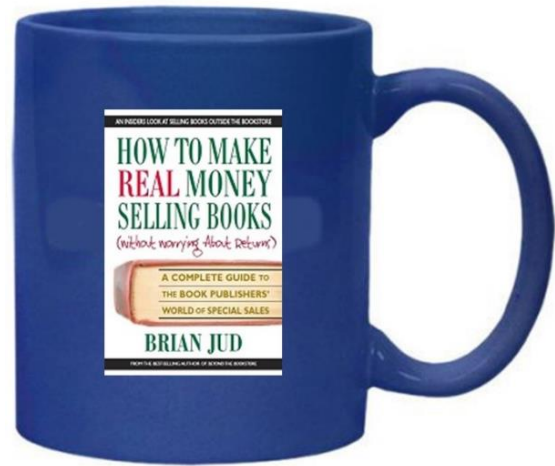


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Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at www.bookapss.org/PromoItems.pdf Find out how you can use promotional items to:

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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

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
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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