

Here is your August 28 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, Rick Frishman, Eric Kampmann, Roger C. Parker and many others. The guest columnist in this issue is Gail Z. Martin.

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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 18, Number 388 August 28, 2017

Do you want to sell more books to non-bookstore buyers? Join our commission-based special-sales program.

**We sell your books. We pay shipping.
All non-returnable.**

**BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com**

**Top inquiries from the salespeople
for the week ending 8/25/17**

<u>Title</u>	<u>Quantity</u>
<i>Nuggets of Truth</i>	550
<i>Patient, Doctor, Bill Collector</i>	1100
<i>I Want to Be the</i>	1500
<i>The Haunted Trail</i>	250
<i>Table Talk</i>	3300

News From APSS

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

Exhibit Your Book at Frankfurt for \$125

The deadline to register your book(s) for display at the Frankfurt International Book Fair with the APSS discount is September 15, 2017. Register at <http://tinyurl.com/b8tk5t5> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!



Association of Publishers
for Special Sales

APSS exhibited at the 2017 Writer's Digest Annual Conference

There was a lot of activity at our exhibit, shown here with Brian Jud. More and more people are becoming interested in special sales as an alternative to the traditional sales through Amazon and B&N/Independents. An overwhelming majority of attendees were fiction writers, and they were amazed at the opportunities for selling fiction to non-bookstore buyers, as discussed in the last issue of this newsletter.



Upcoming Marketing Webinars

Sept 7: “What’s New On Facebook: It Will Help You Market Your Book!” By Barbra Drizin, 6:00 pm ET, <http://tinyurl.com/y7kbzzar>

Sept 21: “The Dual Path: Managing a Writing Life Alongside a Career or Business,” by Patricia Morrison, 6:00 pm ET, <http://tinyurl.com/ycl7fagu>

DON'T Do These Six Things When Marketing Your Books By Amy Harrop (<https://amyharrop.com/contact-me/>)



You wrote, proofread and edited your manuscript. You even formatted it perfectly and had a snazzy cover designed. So now you can sit back and wait for all the admiration, accolades and royalties that will surely pour in as soon as you hit the submit button, right? Not quite!

There’s still one minor detail left to attend to, and that’s marketing. Like any other product that’s available for sale, if no one knows your book exists, they can’t buy it. Marketing your book effectively gives you the best chance of moving many copies whether your main goal is profit, exposure or otherwise. With that in mind, here are some of the things you should never do when you’re

marketing your books if you want each release to be a success.

Don’t forget to focus on a niche.

There’s an old saying that goes: “If you try to please everyone, you’ll end up pleasing no one.” When it comes to publishing and marketing your book, this saying rings true. A successful marketing strategy always involves targeting a specific audience for your book. When you have a focused niche, you accomplish a couple of things that make selling your books more likely. Your writing has more appeal. Instead of writing another generic novel or non-fiction guide, you can target a smaller audience and meet their needs more effectively.

Marketing is easier. When you have a focused niche, crafting your marketing message is much simpler and more effective because your offer aligns directly with what your target audience wants.

Instead of going wide and shallow, having a clearly defined niche lets you market narrow and deep, penetrating right down to the core of your target audience. And, another plus for appealing to a very specific audience? Groups of people who have closely related interests tend to share their favorite books and authors with their peers, which boosts your chances of going viral.

Don’t create a boring book cover.

It’s your birthday and you just got presented with two gifts. One is a box enrobed in beautifully embossed gold wrapping paper with a big bright red bow perched perfectly on top. The other? A crudely wrapped object in a brown paper sack. Which gift would you be more excited about if you had no idea what was inside?

I think the choice is obvious, and it’s no different when it comes to the way that you present your book to your readers. You can offer your audience a crumpled brown paper sack, so to speak, or you can leave them yearning to tear into your book with a beautifully presented front cover image and compelling description of what your book has to offer on the back.

Don’t market your book to just anyone.

It doesn’t really matter how many people you can get to see your book offer if the ones you present with it aren’t interested in what you have to say.

That's like trying to sell your prize-winning hamburgers at a vegetarian convention. It's a total waste of time, energy and resources. Not to mention, very upsetting for you and those poor vegetarians! Instead of wasting your time (and your erroneous prospect's too), take careful steps to plan out the details of your marketing strategy.

Create a persona of the customer most likely to buy your book. What would compel them to buy it? Where do they spend most of their time on and offline? What about your book would resonate with them on such a deep level that they have to have it, and would likely buy future releases as well? If you can answer similar questions and narrow your focus down to create a marketing plan, you'll connect with the kind of people who actually want what you have to offer and the selling process becomes much easier.

Don't avoid outsourcing for help.

When authors decide to publish a book, most of the time they do the actual writing themselves. However, many self-publishers don't stop there.

They try to design the cover, start a guest blogging tour and promote their book via social media, all while networking offline for more publicity. It's no wonder many would-be publishers end up overwhelmed and never actually gain traction for their books. Instead of trying to take on the world singlehandedly, investigate using one or more of the book marketing services available to self-published authors.

Don't ignore building a brand.

When you have a brand that connects with your audience, marketing becomes relatively effortless and you build on the success of every new book you publish.

When you're clear on what you stand for and what readers can expect from your books, you can create a consistent stream of marketing messages that resonate with your target audience. Combine that with regular contact with that same audience and you build strong relationships, which is the key to effective long-term marketing.

Always remember that you're never just selling "a book". You're selling yourself and what you have to offer that's special and different from every other writer out there. Yes, building a strong brand takes a lot of time and effort. But having one ultimately gives you a significant amount of leverage when marketing your books. Instead of having to go out and search for people to buy your work every time you release a new book, you develop a loyal following that seeks you out and wants to buy everything you release because they know you deliver.

Don't rush through the book production process.

When you've finished your first draft and you're chomping at the bit for your book to go out, it can be tempting to rush through the rest of the book production process. However, actually doing that could end up being a fatal mistake.

Blazing through the steps that lead up to your final book release increases the chances of mistakes happening exponentially. You only get one chance to make a good first impression, so a book filled with typos that delivers an underwhelming experience will likely leave a bad taste in your reader's mouth.

This means that while it may extend the time it takes to get your book into your reader's hands, being meticulous during the book production process pays off in the end. Readers are much more likely to spread the word and recommend your book to others when you take the time to ensure that it is spectacular before you release it. The fact is, doing what it takes to get your book into as many hands of your perfect readers as possible is hard work, but it can be done. And if you do it exceptionally well? You may just end up with a bestseller on your hands. As you navigate through the twists and turns that are a normal part of promoting a book, avoid making these marketing mistakes and significantly improve your chances for success!

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)

Associate with a cause. If you want to maximize the power of your book as a motivational tool, connect it with a cause. You inspire employees, channel partners and customers to do good for others as they do good for your client's company. A *PR Week/Barkley Cause Survey* revealed that nearly three quarters of consumers purchase particular brands because they support a cause in which they believe. And more than 90% of consumers said it is important for companies to support causes and charities. Corporate respondents said they saw positive publicity, an increase in sales/retail traffic and an enhanced relationship with their target demographic as a result of cause-marketing efforts.

Every year, Reading Is Fundamental (RIF) provides free books and literacy resources to millions of children and families with free books. Contact one of RIF's corporate sponsors to work your title through the system (<http://www.rif.org>). For example, Colgate-Palmolive Company donated more than 120 new book collections each containing 127 high-quality hardcover children's books to RIF programs nationwide and at U.S. military bases overseas. Other sponsors include Capital One Financial Corporation, Macy's, Target Corporation, MetLife Foundation and The ARAMARK Charitable Fund. UGI Utilities, Inc. gave RIF a local twist by helping RIF target specific geographic areas such as those located in UGI communities in Pennsylvania.

Kremer's Korner

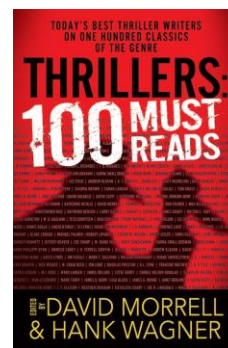
(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

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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)

This cover must display the names of 100 of today's best thriller writers, all of whom wrote an essay for the book. This is accomplished by using all of their names as a screen, as if looking through a window, to reveal the lurking figure outside. The effect is unifying, creates a strong visual, yet lets each name be legible. This is an example of the power of giving visual meaning to the words on a book cover. When words and image become one.



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)

To demonstrate that pressure often leads us to behave in autopilot mode, psychologists John Darley and Daniel Batson asked a group of seminary students to prepare a talk on the Good Samaritan parable. With the parable at the forefront of their minds, the seminarians were then asked to walk to the location where they were expected to deliver their talk. So far, the task seems pretty straightforward. However, this is where the cunning psychologists made life difficult. They had arranged for the seminarians to come across someone lying in the road, coughing, spluttering, and calling for help. To make matters more difficult, the psychologists had told half the seminarians that they were late for their talk and the other half that they had plenty of time. How many would stop to help the

injured person? And which ones? Of those who were told they had plenty of time to reach their destination, 61 percent stopped to help, but of those who were told they were late, only 10 percent stopped. According to the observations of the psychologists, some seminarians literally stepped over the actor pretending to be injured. The slight change of situation moved the rushed seminarians into autopilot, making them forget what had been on their minds just moments before.

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 books be sold to local government agencies as well as to the federal government?” asks Bob Illerson

Yes, and your local library can supply a wealth of information on how your local government works. Talk with the research librarian to learn about the structure of your local government and its agencies. Ask how the agencies purchase books, what books they purchase and the paperwork that is required to sell to them. Get used to completing a lot of paperwork if you intend to sell to government agencies at any level. Next, contact offices in your state or region. Here are some tips for getting started:

- Speak with procurement specialists or contracting officers about government buying procedures.
- Ask questions about application procedures, technical requirements and marketing suggestions.
- Attend procurement programs: opportunities for business people to meet directly with government officials and to learn from other companies involved in federal contracting.
- Official City Sites.org (<http://officialcitysites.org/>) is an online resource for state, city, and local information. Here you will find contact information as well as procedures for dealing with each state.
- The Office of Small Business Development Centers (SBDC) provides management assistance to current and prospective small business owners. SBDCs offer one-stop assistance to individuals and small businesses by providing information and guidance in central and easily accessible branch locations. The program is a cooperative effort of the private sector, the educational community and federal, state and local governments and is an integral component of Entrepreneurial Development's (ED) network of training and counseling services. To find an SBDC near you go to http://www.sba.gov/aboutsba/sbaprograms/sbdc/sbdclocator/SBDC_LOCATOR.html

See Brian Jud's book, *How to Make Real Money Selling Books* for more ideas and for instructions for selling to retail and non-retail buyers: http://www.bookmarketingworks.com/prototype_old/bookflip2/booktest/index.htm

Guest Columnist - Gail Z. Martin

(Gail Z. Martin, author of *The Thrifty Author's Guide to Launching Your Book*
gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

Do a SWOT Analysis for your book. Your SWOT analysis should make clear your **Strengths, Weaknesses, Opportunities and Threats**. Your business plan should have a goal or action that addresses each SWOT aspect.

- What are your book's **STRENGTHS** and features that differentiate it from other books on the same topic?
- What are the **WEAKNESSES** of you or your book? (Examples could range from lacking a distributor for your book, to having less career success in your topic than competing authors.)
- What **OPPORTUNITIES** currently exist in the marketplace for books such as yours? (For example, during an economic downturn, books on budgeting and saving money soar in popularity.)
- What are the biggest **THREATS** you see to the book's success? (This could range from you suddenly getting too busy with family, health or work issues to suitably promote the book; to having a crisis occur that makes your topic out of favor.)

Once you have thought through these items, your book business plan should get clearer.

You're On The Air

(Nick Peters, Vice President, MediaLink)

It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.

Marketing Strategy

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

The objective should not be to sell your book, but to get people to buy and read it. Your promotion should show people how they will benefit from your content. "A book, tight shut, is but a block of paper." Chinese proverb

The Very Idea

(Editorial by Brian Jud)

What is your definition of *special sales*? Many define it as "everything outside of bookstore sales (bricks and clicks). While that is basically true, it is not specific enough to direct your selling activities. An unclear definition makes it difficult to plan your attack.

It will be easier to get started if you simply divide "special sales" into two parts: retail and non-retail. The retail segment is comprised of outlets such as supermarkets, discount stores, airport stores, gift shops and specialty stores. You sell to them through distributors and wholesalers, and most sales are returnable.

The other part is non-retail, and is made up of corporations, associations, schools, government agencies and the military. In most cases you sell to them directly, and sales are non-returnable and in larger quantities.



I would be unstoppable. If I could just get started.

As Mark Twain said, "The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one."

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)

Do you have 2020 vision? What will your publishing business be like in the year 2020? Do you have a plan to get there? Improve your 2020 vision with four sights: 1) **Foresight**. Create possible future scenarios and then plan your new mix of product, distribution, pricing and promotion decisions accordingly. 2) **Hindsight**. Evaluate what you did in the past and learn from your mistakes. 3) **Insight**. What is the unique difference that separates your product from competitors? 4) **Outsight**. Create a mastermind team – a group of professionals with various backgrounds and meet regularly to evaluate your position and plans.

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)

How to choose the right designer to set up your author platform. Authors often ask the wrong questions when looking for a web designer to help them create a blog to serve as the hub of their author platform. This is especially true when authors approach- -or are approached by- -local web designers.

During the past 2 years, I've encountered a distressing number of authors who have spent great amounts of money (*4-figure sums are not uncommon!*)- -who, after 3 or 4 months- -*still* don't have an appropriately, functioning blog-based author platform. This is *bad enough* from the point of view of wasted money. But, it's *even worse* when viewed in terms of lost opportunities caused by the delays and non-performance.

Inappropriate expectations and delegation. The unhappy scenario described above begins when an author chooses the wrong designer, then delegates too much unsupervised authority to them. Many designers come to blog and web from a print background. A print background is fine, especially when it has taught the designer the fundamentals of organizing and presenting complex information in a manner that emphasizes readability and permits easy scanning.

The problem is that many "jack of all trades" designers have previously earned most of their living from creating ads, brochures, logos, menus, and newsletters for local businesses and non-profits. They often have a different perspective; they approach blogs and author platforms from an exclusively creative, or "image" background. As a result, these designers tend to over-emphasize color, type, and layout, while under-emphasizing the *functional* and *programming* aspects of blog set-up and design needed for success as the hub of an author platform.

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)

Wisdom House

<http://wisdomhouse.org>

Located on 70 quiet country acres near historic Litchfield center, Wisdom House retreat and conference center provides overnight accommodations and spiritual retreats at reasonable prices for creative writers. It also provides education and arts opportunities. If you want to conduct a writing seminar, it makes a great host venue, with meeting rooms, classrooms, living room with fireplace, onsite food service, outdoor pool and labyrinth.



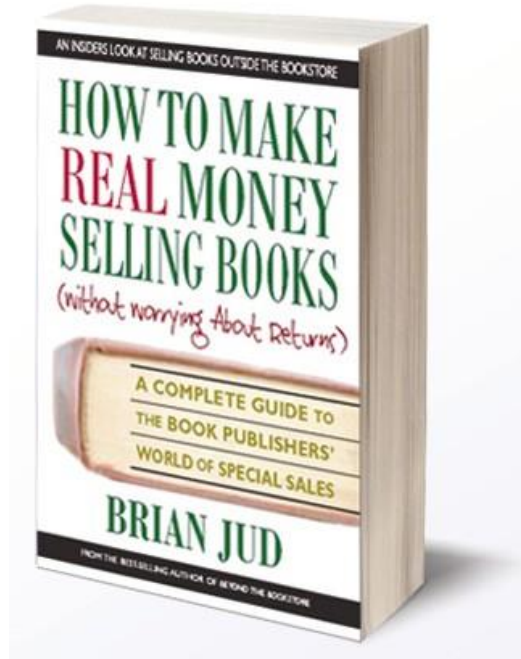
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Do you have a quick question or two about how to get started in special sales?

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

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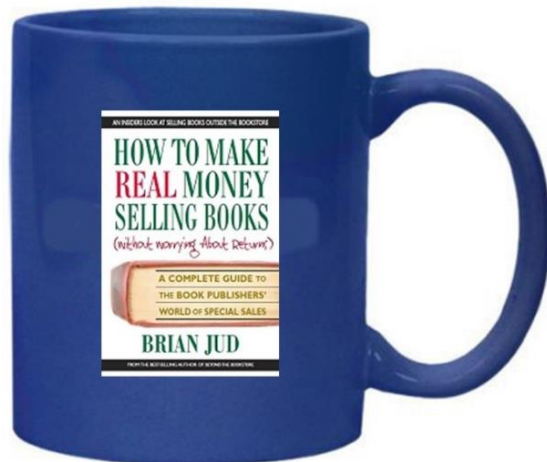


Increase Your Profits with Sales Promotional Items

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:

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

Contact Guy Achtzehn at The Promotional Bookstore, guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items



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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