

Here is your September 25 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, Roger C. Parker 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 16, Issue 20, Number 390 September 25, 2017

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Top inquiries from the salespeople
for the week ending 9/22/17

<u>Title</u>	<u>Quantity</u>
<i>Deliberate Leadership</i>	1460
<i>The Quest for Purpose</i>	980
<i>The Patient, Doctor Bill Collector</i>	400

News From APSS

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



Association of Publishers
for Special Sales

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APSS members get a 32% discount. When you reach the checkout screen you will see a space for a coupon. APSS members can contact Kim Tuttle <george.tuttle@sbcglobal.net> for the discount code. If you have questions about the contest contact Rebecca Carbone at becky@globalebookawards.com

Upcoming Marketing Webinars

Oct 4: “Sell More Books in the Holiday Season,” by Brian Jud, 6:00 pm ET, <http://tinyurl.com/yc46w8wh>

Oct 10: “The 15 Biggest Mistakes Entrepreneurs Make When They Only Have 30 Seconds at the Microphone,” By TSUFIT; 6:00 pm ET, <http://tinyurl.com/y7vxpsc8>

Nov 14: Forming and Using a Book Marketing "Street Team," by Ally Machette; 6:00 pm ET, <http://tinyurl.com/yb3zpmxw>

Perseverance Pays Off By W. Terry Whalin

Whether they know it or not, many book authors are doing aimless marketing. These authors have no plans or goals and are almost certain to fail.

Yes, I understand I've made a sweeping statement which is a bit harsh. Yet from my years of experience watching authors and working with them, I know it's true. I encourage you to keep reading because I'm going to provide a series of steps so you can change from aimless marketing to a targeted effort for your books. If you take action, then you will move forward with your dreams of reaching others with your books.

The old saying goes “If you aim at nothing you will be sure to hit it.” The first question you need to answer is who is your target reader? Please don't say “everyone” because no book is for everyone. While some books achieve a broad spectrum of readers, every book has a specific target audience. Write to a specific group of people and you will have your target clearly in front of you. Next write down a secondary group of people who would be your target.

Create what Mark Victor Hansen calls a “Big Hairy Goal.” What is your overall plan to reach your target audience? Set aside anything that your publisher or anyone else is going to do for your book and focus on yourself and your efforts. Do you plan to sell 5,000 books over the next 12 months? Write down your specific goal on the back of a business card, and then stick that card in your wallet or someplace where you will visually see it often. It can serve as consistent reminder of your goal.

For your next step, break down your large goal into incremental steps. How are you going to take the tiny steps to achieve those book sales? Maybe it means taking an hour a week to focus on having a more active role in an online forum (where you include mention of your book). Or maybe it means you will create a postcard about your book then send it to 1,000 names and addresses. Each goal should be definable and specific. The successful Internet marketer, Dan Kennedy, wrote about the most important component of success in business boils down to “one thing.” Implementation was the “one thing” which means to take action and complete the most important activities in your business. I encourage you to take small steps yet also make consistent action to complete those goals.

If you are going to take consistent action, you need perseverance. Consider the perseverance in the story of Andy Andrews, author of *The Traveler's Gift*. A popular speaker, Andy wrote a manuscript which he tried to get published. It was rejected 54 times. How many of us can handle this level of rejection? He continued in his popular speaking work but did not have a book for his audience. One day Gayle Hyatt was in Andy Andrews' audience. She came up to him afterwards and suggested that he write a book.

Looking a bit sheepish, Andy told Gayle, “Your husband’s company (Thomas Nelson) has already rejected my manuscript.” Gayle asked for a copy of his manuscript and promised to read it. Andy sent her the manuscript. She showed it to her husband (Michael Hyatt, president of Thomas Nelson, the largest Christian publisher) and the book was published.

Notice the perseverance in what happened next. When Andy got his new book, he gave away 12,000 copies of the book. Most of those review copies didn’t make much of a difference. But one of those copies got in the hands of Robin Roberts, who at the time was a producer of ABC’s Good Morning America. Roberts selected *The Traveler’s Gift* as their Book of the Month. *The Traveler’s Gift* sold 850,000 copies and the rest is history.

From my study of publishing, there is no formula to make a bestseller or achieve success with your book. Each author has a different definition of success. For some it is simply creating their book and getting it into the market. For other authors, they want to get on a particular bestseller list. A range of answers lies between these two extremes. What is your goal and how are you going to reach it? Consistent action is the key. I encourage you to take action and turn aimless marketing into consistent marketing. Productive authors have a commitment to marketing their books on a personal and consistent basis.

W. Terry Whalin, a writer and acquisitions editor lives in Colorado. A former magazine editor and former literary agent, Terry is an acquisitions editor at [Morgan James Publishing](#). He has written more than 60 nonfiction books including [Jumpstart Your Publishing Dreams](#) and [Billy Graham](#). To help writers catch the attention of editors and agents, Terry wrote his bestselling [Book Proposals That Sell, 21 Secrets To Speed Your Success](#). Check out his free Ebook, [Platform Building Ideas for Every Author](#). His website is located at: www.terrywhalin.com. Connect with Terry on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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 thousands of industry associations, charitable non-profit associations and non-profit trade associations around the world. Below are several ways in which you can work with groups to sell your books.

- The organization could arrange with the publisher to conduct fulfillment, less their discount. Here, the association acts as your distributor to its membership.
- If the association has a bookstore on their website, it might buy directly from you to resell your book. This may be a “virtual” bookstore where its cover is displayed on their website.
- You may find the association willing to have you be its spokesperson.
- Associations may use books as a sales promotional tool or as a fund-raising item

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>)

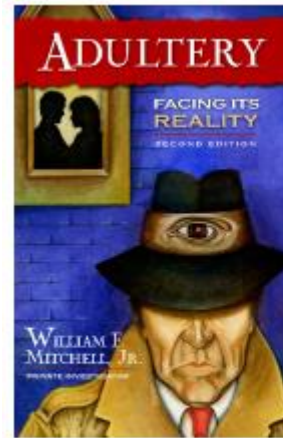
Use your book as a self-liquidator. Many companies offer special items for sale at very low prices with a small payment plus proof of purchase. Self-liquidating offers allow the company making the offer to cover some or all of its costs in buying the books and shipping them out. For example, Meow Mix offered *The Meow Mix Guide to Cat Talk* as a self-liquidator to people who bought a bag of cat food. The book was customized for Meow Mix by simply changing the title of Jean Craighead George’s *How to Talk to Your Cat*.

The Cover Story – Kathi Dunn

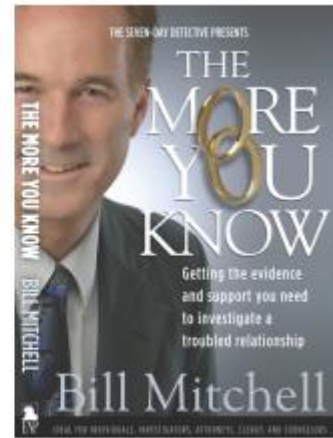
(For over 25 years, Kathi Dunn, one of the country's top book cover designers, has created bestselling book covers and information products that authors, speakers and experts use to build their brands and businesses. Kath is passionate about book cover design and approaches each as if it is the most important book in the world. Her prestigious list of clients includes Tony Robbins, Ken Blanchard, Jack Canfield, Deepak Chopra, Mark Victor Hansen, as well as major publishing houses. Contact Kath at info@dunn-design.com or (715) 634-4857. Visit <http://www.dunn-design.com>)

The More You Know Eagles Nest Publishing

This book about the sensitive topic of adultery was delivered to us mid-stream by a self-publisher who was receiving negative feedback on his original cover. After in-depth discussions with the author, we discovered that the book's message is not about adultery but, instead, it is about suspecting adultery and what to do about that. In redefining the intended audience, we first encouraged the author to reconsider the title and subtitle. The bright color palette and juvenile illustration were also abandoned for a more sophisticated on-target approach. Knowing that this author had major media exposure potential and one goal of this book was to promote his business, we redirected the visual focus to him as a leading authority.



Before



After

The double wedding rings interlocking the o's in the title words add a subliminal splash of hope. Since books are most often shelved spine out, this spine is especially intriguing with the critical placement of the author's eye right in the middle of it, instantly grabbing browsers' attention.

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 enjoyed this article (*5 Ways to Focus at Work, from an Executive Who's Struggled with ADHD* by Jack Kosakowski) from *Harvard Business Review*. Here are some bullet points and excerpts.

By nature, I'm messy and disorganized — and my mind can be too. I have trouble sustaining attention on just about anything.

Through a lot of trial and error, I've discovered several work-arounds that can help anyone struggling to stay focused at work.

Staying Focused

Look for a job that meshes with the way your mind works. For me, that meant going into social selling.

Whiteboard your tasks. I list everything I have to do each day, with no exceptions. A small, 2-foot-square whiteboard sits on my desk. All my short-term responsibilities are listed on it, in the order of when they're due: sales calls, proposals, meetings, contracts, and more. A larger, 6-foot-square whiteboard is mounted above my

desk, listing my long-term responsibilities: business growth, prospecting, website changes, and so on.

These lists stare at me all day. I update them constantly and stick to them religiously. When I find myself thinking about a task other than the one I'm supposed to be working on, I glance up, make sure it's listed for me to tackle in the future, and immediately switch back to the task at hand. And to keep myself focused only on one task at a time, I make sure nothing else is in my line of sight. I have a mini-cabinet on my desk to hide magazines, books, gifts from clients, and other potentially distracting objects.

Structure your days. I do long-term tasks only on Wednesdays. On the other four days, the short-term whiteboard rules my schedule.

Some people structure their work differently - switching to long-term tasks every other day, halfway through the day, or every other week. Find the pace that works for you, and keep to it.

Never multitask during a conversation. When you're not focused on the person you're speaking with, they know it.

When I'm speaking with someone in a professional setting, I don't allow myself to do anything else at all.

I've also learned to "scan" conversations for key points. As the person is talking, I pick up on certain lines and phrases - the points I would write down as a summary of what they're saying.

Have somebody always holding you accountable. Even when you take all these steps, there may be times your mind starts wandering. For me, that's my wife, a partner in my business. She keeps an eye on my whiteboards as well as my calendar. But it doesn't have to be someone that close. It can be an assistant, a colleague, or even a boss.

Full article: <https://hbr.org/2017/09/5-ways-to-focus-at-work-from-an-executive-whos-struggled-with-adhd>

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)

Are catalogs a good way to sell book? Lee Jackson

There are over 14,000 printed catalogs in existence and there are thousands more on the Internet. Many of these are niche catalogs sought by groups of people potentially interested in specific topics. According to the National Mail Order Association (2807 Polk St. NE Minneapolis MN 55418-2954 Phone: 612-788-1673, <http://www.nmoa.org/Library/webtips.htm>) there are 9,000 consumer catalogs in the United States and an additional 5,000 for business-to-business sales.

Think of catalogs as an extension of your mail-order capability. Each acts as a sales brochure for your titles, helping you build awareness in your target markets. The catalogs deliver your book's cover and major sales handles to thousands -- or tens of thousands -- of potential buyers. This gives you additional *hits* on people in your target markets, enhancing your credibility as well as your long-term sales. This recognition may spill over into increased bookstore sales.

Catalogs pride themselves on a "high fill rate." This means they fill and ship orders quickly. Maintaining this reputation requires a sense of partnership with their suppliers (publishers). You have to meet your deadlines with a quality product. On the other hand, they purchase books for inventory, not to orders, so you can ship in fewer, larger quantities. They rarely require an exclusive and most pay in 30 days. Sales are generally non-returnable and the catalog company usually pays for shipping.

But there is one similarity to selling books in bookstores: the competition is too intense for your title to stand out. Minimize this by seeking specialty catalogs that sell complementary products. Then, your book becomes an accessory item.

What's the Most Important Part of a Book Proposal? **By Patricia Fry**

Most authors, as they strain and stress through the development of their book proposal, will wonder, *Where should I put the most effort? What is the most important part of this darn thing? What aspect of it will impress a publisher most? These are valid questions and concerns. But you should also be asking, What do I need to know in order to produce a successful book?*

As I wrote my second major book on how to write a successful book proposal, these questions were foremost on my mind, because I know they are (or should be) foremost on yours. But the answer isn't all that straightforward. Just as there is no simple response to the question, "What's the best way to publish a book?" or "What's the best way to promote a book?" the answer depends on the project and the author.

Yes, it's all on you. I stress that you—the author—must consider yourself the CEO of your book from start to finish and beyond. Sure there's help, but it's still up to you to find it, digest it, and make decisions based on what's right for you and for your project.

So what is the most important part of a book proposal? Which section is most instrumental in swaying an agent or publisher? Which aspect of the book proposal will help the author experience publishing success? It depends. Not the answer you wanted, is it? But if you hang with me, you might discover the keys to your particular, specific, and personal publishing success.

First, the fact that you're interested in writing a book proposal is an excellent step in the right direction. The book proposal is to an author what a business plan is to an entrepreneur. And it's just as important. But you already know that. And there may be a section in your book proposal that is more critical or significant than the others, but it may not be the same for all authors and it might not even be what you think it is. Here's a concept I want you to embrace.

If you are developing a book proposal for a publisher, keep in mind that he is most interested in his bottom line.

He wants you to demonstrate, through your proposal, the elements that might ensure the success of your book. He wants you to show him the money—or to show him where it's going to come from. What makes your book a potential success? And don't waste his time with your wishful thinking and guesstimations. This is where your power as the CEO of your book should be evident through stringent research, accurate statistics, and smart decisions. You need to make a case for your book in a way that will be meaningful to that particular publisher.

For example, if this is the first book of its kind and you can prove that it is wanted/needed by a specific group of people, you may get his attention through the market analysis section of your book proposal. That might be the strongest section of your proposal.

Perhaps you are a professional in the topic of your book—you have a huge following both through social media and personally throughout the US (or world). Then your platform will be the standout in your book proposal. Just be sure to embellish it with a concrete promotional plan—don't leave anything to the publisher's imagination.

If you're a first-time novelist, the focus may be in the storyline. You need to strut your stuff in the synopsis, but I'd urge you to also do a whole lot of homework when it comes to marketing. Since you don't have a built-in audience who knows you as an author, it's important that you wow the publisher with your knowledge of the publishing industry and what it takes to market a book. Again, be specific—no rambling about promotional possibilities. Research the best way to market a book in your genre, hone your skills in these areas, even practice these skills before completing your book proposal and bring the results to the table when you approach the publisher.

I always recommend that an author write a book proposal before writing the book. If you don't plan to approach a publisher, that's even more reason to devise a book proposal. Remember, you are the CEO of your book. The book proposal will help you to determine if you have a book at all, who the primary and secondary audiences are, the best way to market a book of this type and some of the things you need to do to prepare. And it will help you to write the right book for the right audience.

Do you want your book to go viral in the world of publishing? Then take charge. You are the only one who can make it happen.

You're On The Air

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

You do not even have to be an author to conduct a media tour. Mass communication is perfect for anyone with a message to communicate to a large number of people in a short period of time. If you have a product to sell, a business to grow, a cause to further, a seminar to promote or an idea to communicate, you can perform on a tour. All it takes is a message that is important to some segment of the population and knowing where that segment is.

Marketing Strategy

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

What is your answer to a buyer's question, "Why should I do business with you?" Your answer should be a concise statement that strongly resonates with that buyer's wants, needs and interests. Your reply will probably be different for each buyer.

Paring down the Piles in Your Life by Jeff Davidson, MBA, CMC



Into every author's life some rain must fall and, apparently, some piles will accumulate, especially in a time of communication and information overload. A basic step in making your life simpler is to confront the piles in your life head-on with a take-no-prisoners attitude. These piles could be stacks of magazines or newspapers, bills, reports, documents, certificates, papers related to your child's education.

If you haven't noticed already, such piles can accumulate in a hurry. A couple of issues of a magazine, some coupons you clipped from the newspaper, a single day's worth of mail, some fliers left by your door, the electric bill that came in a couple of days ago, and POOF, you've got a pile!

Beware of Killer Piles

Piles, by their nature, tend to represent complexity. The higher the stack, and the more diverse the elements comprising it, the more complexity the pile represents. Don't be surprised if some researcher somewhere finds a link between the incidence of heart disease and the number of piles one accumulates. Piles represent unfinished business and, therefore, a lack of completion of one's affairs. The more and the higher the piles, the more unfinished business one has. Each pile in your visual field, i.e., that you encounter in any given day, registers in your brain, if only for a pico second at a time, as more stuff that you haven't really dealt with.

Organizational specialists say that the accumulation of things represents lack of decision making. Merely adding something to a heap of other stuff that was merely added to other stuff consumes space and reduces your psychological freedom

Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information.

The Very Idea

(Editorial by Brian Jud)

Some authors conduct many radio shows without selling any books. They become discouraged because they don't realize that not everyone in an audience has the same level of interest in their topic. Do not simply count the number of people listening, but the number of people in your target market who are listening – people who have the need for what you are selling and the ability to buy.



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)

An event does not have to be about your book to get publicity for your book. One author had the world's highest book signing on Mt Everest and had an energy-bar company sponsor it.

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)

Writers Relief

<http://writersrelief.com>

Writer's Relief began in 1994 to help creative writers make targeted, professional submissions to agents and editors. This organization of writers, researchers, motivators, organizers, proofreaders and submissions strategists helps writers submit their most creative work. The FAQ page answers questions about the process, clients and success rate to help writers accomplish their goals.



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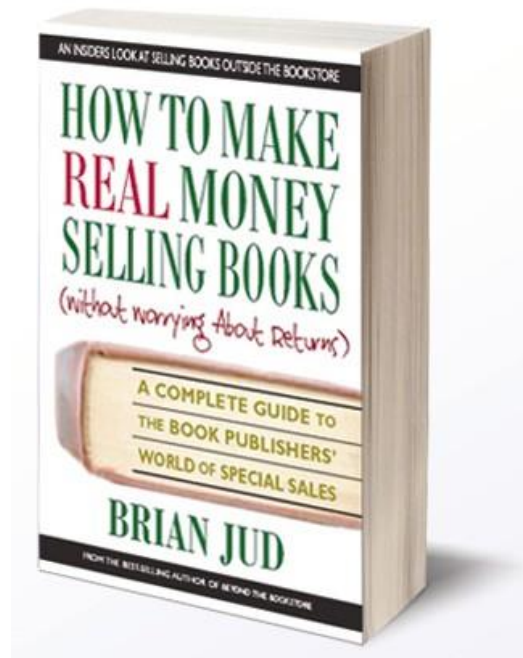
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Do you have a quick question or two about how to get started in special sales?

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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Beat your competition
Become more profitable
Sell in untapped, lucrative markets
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shows your staff how to make
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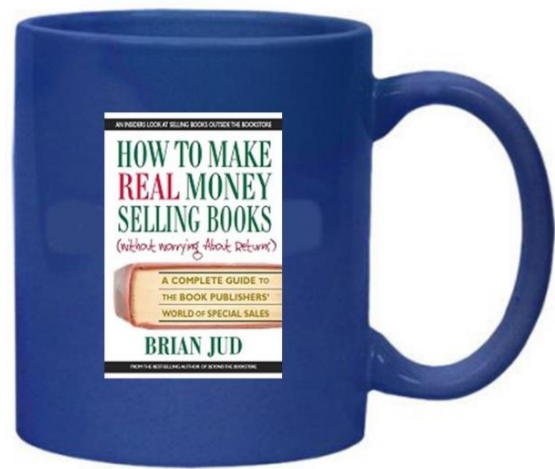


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- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<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>
I won't share or sell your email address.

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