

Here is your October 9 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 21, Number 391 October 9, 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 10/6/17**

<u>Title</u>	<u>Quantity</u>
<i>Finding College Cash</i>	1340
<i>Joy Unleashed</i>	1560
<i>Fracking</i>	3300
<i>The Samson Effect</i>	1980

News From APSS

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



Display your book at the American Association of School Librarians -- \$115 with APSS discount. Save \$20 and reach thousands of school librarians!

The deadline is today -- October 9. Register at <http://tinyurl.com/y7bpzglD> with your APSS membership number

The American Association of School Librarians National Conference & Exhibition is the only national conference devoted solely to the needs of school librarians. The conference is held every two years and coordinated by a member-committee composed of association leaders from across the nation. While it is the primary continuing education activity of the division and a leading professional development event for school librarians, the AASL national conference is also an excellent educational and business forum for the entire library community. The national conference will be held in Phoenix, AZ, November 9-11, 2017.

Upcoming Marketing Webinars

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>

2017 End-Of-Year IngramSpark Order Recommendations for United States Orders

By IngramSpark Staff (@ingramspark)

APSS has a partnership with IngramSpark. Here are some pointers to help you plan for your Holiday printing needs.

First gourds start popping up in the grocery store. Then come the Black Friday ads. Soon Mother Nature gets in on things and the leaves start to change. Before you know it, the holidays are here and you're rushing to get your end-of-year orders in. The holiday sales season isn't sneaky. Some of the signs are already here, but it still manages to take authors by surprise. But not this year. This is the year you beat the holiday rush and here's how.

Step 1: Get Your United States IngramSpark Orders in Early

Regardless of whether your book has anything to do with the holidays, the end of the year is a busy time for you, us, and United States mail carriers. Even if your book isn't holiday themed, a lot of people give books as gifts. A 2016 survey done by Deloitte showed that over the past 6-years, books have consistently ranked in the top five gifts consumers buy during the holidays. Here are a few other examples for which you may want to plan ahead on your IngramSpark print orders:

- If you have events planned for the rest of the year, order those books now.
- Higher volume orders will take longer to process, order those books now.
- Different book types have different turnaround times (hardcovers take longer than paperbacks), so order those books now.

Order now in anticipation of the unusually high demand that accompanies the end-of-the-year sales season in the United States. And not only demand on you from your readers, but demands on those who help your books get from point A to point B, meaning mail carriers and our printing facilities.

Things to Consider When Placing Your IngramSpark Orders:

- Titles must be in a printable format and approved for production before placing your order.
- Carefully consider your shipping method during high volume times. Refer to your mail carrier's website for their estimated shipping times throughout the end of the year.
- When you place your order, write down your quoted turnaround time for future reference.

Step 2: Place Your Orders Before These IngramSpark Order Recommendations for the United States

You are more than welcome to order books after these recommended dates, but be aware that there are more factors at play at the end of the year that could potentially affect your order delivery date for orders placed after these dates.

Hardcover: December 1, 2017

Paperback: December 8, 2017

Rush and express order options will not be available for the rest of the year after December 1, 2017.

Everyone has a lot on their plates during the end of the year. But if you follow these two simple steps, you'll set yourself up to beat the holiday rush and be able to capitalize on more sales opportunities.

Because the end-of-year rush is most prominent in the United States, we're offering a promo code for orders printed in the United States. Use promo code STOCKUP17 when placing print orders between 50 – 1,999 copies, and we will give you 5% OFF your order until October 31.

Use the APSS-member promo code and save the \$49 setup fee for Ingram Spark

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)

Case Study – Premium Book Company

A local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long-term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount.

Kremer's Korner

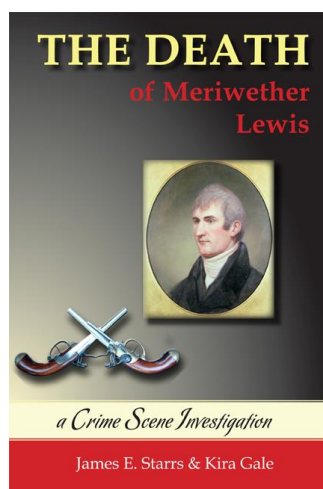
(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

First serial rights are the rights sold to magazines and newspapers to excerpt part (or sometimes all) of a book before its date of publication. While most first serial rights are sold for anywhere from \$400 to \$5,000, they have gone for as high as \$200,000. *Woman's Day* paid that much for exclusive rights to excerpt Rose Kennedy's autobiography, *Times to Remember*.

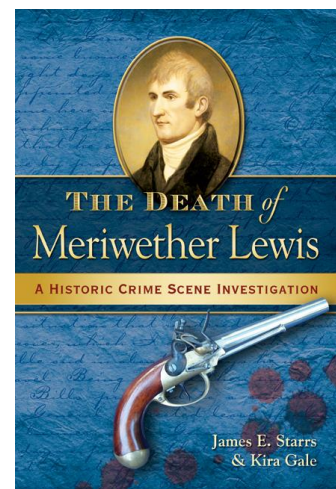
The Cover Story – Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years)

Before: This book is a historical account and the original cover feels disjointed with elements that are not relating to one another. The main character in the book is subordinate in the title. This book will be the first of a series of historical accounts.



After: Bringing history to life is the idea for the series. The graphic unit of the title, subtitle and image of Meriwether now work together. The background has added interest with an actual account written by Meriwether Lewis, given color and texture along with the blood spatters and gun to intrigue the reader. The name in the title now has the attention required as uses traditional fonts to convey the historic content of the 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)

One of the most effective ways of improving yourself is to learn from your past experiences, consider what you did well, and decide what you could do better in the future if you were in a similar situation.

When you are absorbed by what you are doing, you are engaged and totally present. By not judging yourself, you interfere less with the task at hand and allow your potential to take over. This is what Mihaly Csikszentmihalyi calls flow. Turning the Autopilot Off. Look for something new.

Practice scanning your environment, consciously looking for what is new, different, and unusual. Ask yourself questions, like How has this street changed since the last time I walked down it? What are the differences between the people on the train? What do I notice today about my colleagues? These questions might seem silly, but they force you to live in, think about, and focus on the present—to become aware of your surroundings and not slip back into autopilot.

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 there opportunities for selling books through niche book clubs? Shawn Flynn, author of *Kitty*

Yes, and the advantages of niche book club sales are numerous: potentially large quantities, no returns, lower unit cost when you add a club's order to your own print run, and the cachet that comes from including "a selection of the Such-and-Such Club" on all your marketing materials.

Another benefit of marketing through niche book clubs is that they represent a practical means of reaching your target markets. There are book clubs for business titles (Business Book Club offered by The Johnson County Library and the Ewing Marion Kauffman Foundation FastTrac® program) as well as titles for large print editions (<http://www.doubledaylargeprint.com>), cooking (<http://www.thegoodcook.com>), romance (<http://www.rhapsodybookclub.com>), spirituality (<http://www.onespirit.com>), religion (<http://www.omnicbc.com/>), and science fiction <http://www.sfbc.com/>.

The Vegetarian Resource Group publishes the *Lowfat Jewish Vegetarian Cookbook*. VRG offered this title through a Jewish book club. "We gave a good discount, so it was a good moneymaker for the groups, and it was a way for us to distribute the information to a niche audience, and beyond. Though there was a low profit margin, it enabled us to print a larger quantity of the book (<http://www.vrg.org/catalog/ljvc.htm>)." As a result of this guerrilla marketing, Debra Wasserman, author of the *Lowfat Jewish Vegetarian Cookbook*, ended up doing a cooking demonstration on Good Morning America, as well as CNN and being on the Discovery Channel.

9 Bad Sales and Networking Practices to Avoid

By Ralf Weiser

If you are in sales, you may want to check out the list below. As of late, I have been the subject of some unbelievable antics out there. The economy appears to be in fairly good shape and that makes it even more peculiar why quite a few sales people turn towards totally useless sales activities.

Some of the practices are outright so bad that they are funny. What is not so funny is when you are at the receiving end of them. They totally waste your time. Not only does the sales person not sell anything now, he will probably never sell anything there. He will carry the stench of being a useless time sink for a long time, if it can be overcome at all.

Check out a few must-know resources on this topic as a bonus at the end of this post.

Here are a few time and effort wasters that will not go over well with customers (they do not work with me at all):

1. Abusing "networking" events for shameless sales pitches. Networking is networking. This is a platform for getting to know people better - not selling to them since they may be a captive audience and they cannot run away from you. Rule of thumb here is that if you do not have anything of value to share with folks, either do not go at all, or make a point of preparing a lot better.
2. Circumventing the "gate keepers" and sneaking into the business office. Moral of this story is that you may end up getting into the business, but at what price? If anyone finds out what you did you will be toast and may risk never getting invited back. Even if after some time you got invited to bid again, chances are that most likely someone will hold a grudge against you and your organization.
3. Inundating prospects with voice and e-mails. Sometimes I get a "follow up" mail and phone call about the same item whoever small it could be. If that is your mode of operation, then think again. Being pushy may be necessary sometimes. That only works though if the buyer has established some form of showing action that he trusts the sales person.
4. Sending meeting invitations via Outlook to prospects - with no prior connection. This is a fairly new one to me, but it appears to be prevalent around our area. It is an outright sneaky practice in which the subject line even suggests you know the folks and the topic. Slick. Except the recipient finds out that she does not know the people who sent the invitation. It's another form of bait-and-hook spam. Nothing more. So what is the point?
5. Sending mails that look legitimate reply mails ("Re:...." in the subject line). This is a subset of no 4. Here a few prankster mass mail pieces of documentation that are used to make the recipient think that he/ she knows the sender. This can be a terrible time waster. What message does this send to the recipient of the mail? I do not get it.
6. Sending LinkedIn connection requests then immediately trying to sell your products and services: Selling and marketing through social media does make it very economical speaking with a mass of people in a short period of time. Problem is that selling without having a personal relationship to speak of is nothing short of self-destructive.
7. Calling a prospect's colleagues to get an appointment. When in doubt, then call someone else in the same department as the original stake holder and see what if anything can be done - wrong! Really annoying is when a salesperson calls your colleagues in trying to find out background information that they use against you when they finally get you on the phone. Totally incorrect and useless practices. You may be excluded from any future bidding in the future at that company. How is a customer ever supposed to trust you after this interaction?

8. Selling based on only one thing: price. It may be good for getting the initial attention. That is it though. Price is always important. Very rarely is it the only criterion a customer uses for making a decision (unless you are buying paper towels or TP). What else have you got to offer? How is your product or service going to make everyone better off? How does it integrate with the customer's infrastructure? Are you still trying the "it's free" and other try and buy routines? Oh, please!

9. Asking a prospect "So what is it that you do here?". This is the hotline to listening to the proverbial crickets on the other side of the line. Good luck trying to open up a selling conversation after you totally wasted the customer's time. There is so much good information around about the company and people working there. You are telling the customer that you do not even have 5 minutes to invest online before picking up the phone? Yikes!

Bottom line is that when you want to sell, you need to be real, genuine, helpful, and most of all you need to provide value. Do not start sales conversations if you know nothing about the customer and his needs. You do not need to push to sell anything. Customers want to buy, if you understand them and you provide choices and options.

Find more about Ralf at <https://ralfweiser.com/>

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

Producers want a good segment, but sometimes you have to get the discussion back to where you want it. It may not come off as planned, but if it's a good show, it's still good television.

Marketing Strategy

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

There are too many "good enough" books published by unknown authors every year for one to become a bonafide hit. Quality is a necessary but not sufficient attribute for success. What make the difference? Exposure. People choose the familiar over the unknown.

7 Mental Marketing Principles for Authors and Solo Professionals **By Sheri McConnell**

Authors and solo professionals can grow their businesses by mastering the seven mental marketing principles outlined below:

1. **Try new things.** It is crucial that you stay involved in your industry and network with other professionals. You will learn the techniques that really work and build phenomenal long-lasting partnerships this way. For instance, have you considered hosting an online radio show, podcasting, or blogging to promote your books and other products?
2. **Recognize fear and move through it.** Are your fears keeping you from trying new marketing techniques? Pick up the phone and ask for advice from someone who is already doing what you want to do. Buy an infoproduct that teaches you--so you can learn at your leisure. I do this constantly. For instance, before I started recording teleseminars, I purchased--guess what--a teleseminar on doing teleseminars. Doing so alleviated my questions and it was easy to do the first time because I was prepared. Now I do a handful of these every month and they generate a significant amount of book sales for the NAWW. You will have fears... arm yourself with knowledge and move through it.
3. **Revisit old ways of thinking and be willing to change--don't stay set in your ways.** I have worked with writers and authors that were very reluctant to change some of their marketing efforts. They got set in their ways and became fearful of wasting money on new techniques. I taught them that successful marketers are in a constant state of evolution--always changing and adopting new strategies; using feedback from their customers and their bottom line to figure out what to change.
4. **Dig deep into your programming--be aware of the preconditioned beliefs of your parents and family.** It is never too late to make improvements. For years, I remained my own worst enemy. I had decided before I even started that I was only going to market using A, B, and C techniques and against D and E without any testing or research. I had already decided it wouldn't work. Why? Because I had preconditioned beliefs about the value of what I was offering and about my customers. Sometimes, we actually think we can read our customers' minds. We can't. Get feedback and they will tell you what they want.
5. **Keep an open mind.** How did I reprogram myself and let go of my preconditioned beliefs? I began to open my mind to the many possibilities and I actually started testing marketing ideas instead of letting them dart around in my head. I continued the process by studying my competitors, successful colleagues, and assembling my own group of advisors. Remember that success is meant to be shared. Help others and they will naturally come back to help you.
6. **Measure results and then reinvent yourself and/or your company as often as needed.** Measure your results by conducting surveys (www.surveymonkey.com is a great tool) and keep an eye on your bottom line. If you aren't meeting your financial goals, it is time to eliminate what isn't working and create new products (books, audios, etc.) and create processes that help you work more efficiently. Hire a professional coach or mentor. Don't rely on your friends and colleagues to give you honest feedback. That is too much pressure on your relationship. Pay a qualified person instead. With my mentees I have one goal in mind--helping them succeed and I can't do this if I don't give them the honest feedback they need to make more money. It is my job to help them make a plan to make the necessary changes.
7. **Take risks! You must get used to taking risks.** The best marketers take risks and put themselves out there. They are often controversial, on purpose, to create a buzz about their book. Take calculated risks by continuing to focus on learning new, proven promotional techniques that have worked for other professionals in your industry. Marketing is definitely a numbers game. You will try 3 techniques for every 1 that works for you and your particular book. With every risk you take, you will learn more!

The Very Idea

(Editorial by Brian Jud)

You have two segments in which to sell your books: to retailers (including bookstores) and to non-retail buyers. As a general rule, it is not necessary to choose between the two. Sell to both, but know your options and choose the best combination of distribution channels for each of your titles.

See www.bookapss.org for more information



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)

Find a pattern. Much of what we call “understanding” is our ability to recognize patterns. We identify sequences (the order in which we do things to create our book), cycles (annual gift-buying periods), processes (plan, implement, evaluate, implement again...), tendencies (people buy books by authors they recognize), sizes (books vs. booklets) and probabilities (more likely to sell books with increased promotion). What patterns can you use to help you plan to sell more books?

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)

Funds for Writers <http://fundsforwriters.com>

Chosen for the 101 Best Writing Websites by *Writer's Digest* for 16 years running, Funds for Writers from Hope Clark offers the inside scoop on grants, funding, crowdfunding and paying contests in its free and fee-based newsletters. Clark vets every opportunity.



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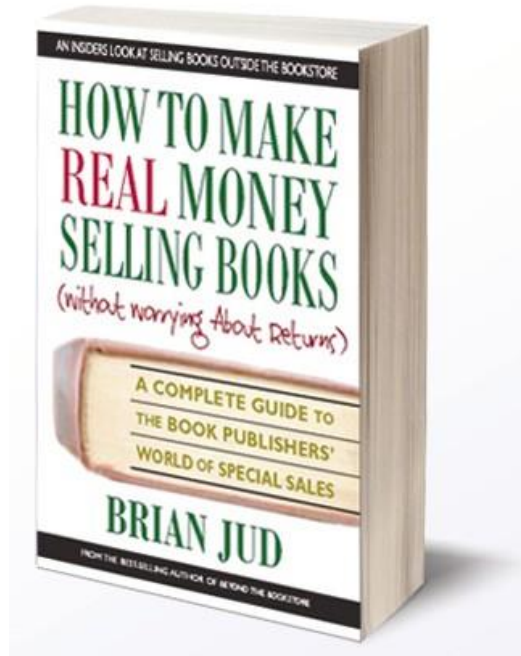
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Do you have a quick question or two about how to get started in special sales?

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

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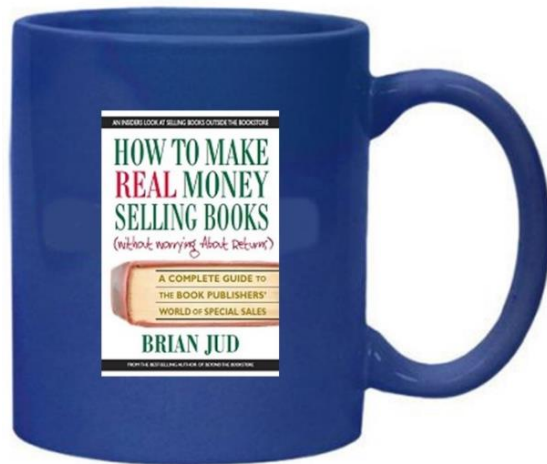


Increase Your Profits with Sales Promotional Items

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



Check out the [Writers and Publishers Bookstore](http://www.writersandpublishersbookstore.com) 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