

Here is your November 6 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 16, Issue 23, Number 393 November 6, 2017

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

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**Top inquiries from the salespeople  
for the week ending 11/3/17**

<u>Title</u>	<u>Quantity</u>
Twas the night before Christmas	200
How Did YOU Get Here?	600
Philly's FitStep® Walking Diet	450
Copyright Clearance for Creatives	250

## News From APSS

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



### New York Rights Fair Co-Op Display for APSS members

There's a new rights fair and it's going to be in New York City from Wednesday, May 30-Friday, June 1, 2018-the same days as BookExpo but at a different location (Metropolitan Pavilion, 18th Street in NYC). Jan Yager of Hannacroix Creek Books is organizing a co-op booth and welcomes adding your book(s) to display in that booth. No promises that you will get a rights sale but at least your book will be on display for drop-in visitors and, as appropriate, pitched in my meetings with publishers, agents, and TV/film attendees.

Your investment:

1 book - \$175 (special rate to members of APSS) (\$225 is the non-member rate)

2 books- \$250 (APSS special rate, \$100 discount if displaying 2 books) (\$350 for 2 books, non-member rate)

Additional fee to display a 1-page flyer - \$69 (You will be required to supply 50 flyers; color looks better)

Special package: 1 book + 1 flyer (APSS) - \$244

2 books + 1 flyer covering both books (APSS) - \$319 (Please add another \$50 if you need 2 flyers: \$369)

To be considered for participation: Please send an e-mail to Dr. Jan Yager at [hannacroix@aol.com](mailto:hannacroix@aol.com) Tell her about

the book(s) you would like to display and include your APSS membership number. Jan will get back to you and, if your book is accepted, she'll send you an invoice. You can pay paypal.com or by check.

## Upcoming Marketing Webinars

**Nov 8:** "Electronic Editing" by Patricia Charpentier, 6:00 pm ET, <http://tinyurl.com/y8lo28ks>

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

## 9 Attributes of Successful People By Ralf Weiser

Success leaves a trail - follow it, it's that simple. Always. Take any of your favorite leaders and successful people that you look up to and take inventory of what makes them so special. In the majority of the cases you will find that they are just folks like you and me. There are a few things in which they may be different than you. Those are the things to look out for. They would be the ones that you can learn from and pick up a little success along the way. Please find below a list of attributes top notch folks are mastering:

- Perseverance: Successful folks stick it through and never give up easily.
- Focus: Intense laser like focus on making the important thing the most important thing.
- Friendliness: Smile and laugh - often. It's good for your health and relationships.
- Curiosity: Having an open mind, heart, and will.
- Risk taking and prototyping: Taking calculated risks by prototyping strategies and tactics.
- Love and inclusion: Always show empathy and compassion as well as include people.
- Generosity: Sharing of their success and making other people just as successful.
- Integrity: Unquestionably predictable and trustworthy.
- Collaboration: Know how to collaborate with all stakeholders.

This is just a brief listing of things to watch out for. It is a start though. Watch your list of favorite successful people and learn from them. Better yet, why not trying connecting with them and asking them to become your mentor? Ask for no favors, but do ask them open-ended questions like who they looked up to and who inspired them to become who they have become. Success leaves a lot of trails to follow. If successful people walk funny, walk funny too.

## Website Tip from Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online (coming Fall, 2011)*; [gail@dreamspinnercommunications.com](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com))

A great author website helps to keep your readers engaged with you between books. It also makes it easy to remind them that a new book is coming out, and to get them excited before the book ever hits stores. You can promote your book for pre-orders before it ever reaches stores. Both publishers and booksellers really like to see strong pre-order sales, because it's an indication that the book will do even better once it is on the shelves.

**Building a New Website? Ask These 4 Questions First.**  
**Gigi Griffis**

It's common knowledge these days that successful authors need an online presence. It's how we connect with readers, share our ideas with the world, and—ultimately—sell our books. For more authors, the first step in developing that online presence is getting a professional, beautiful website launched...but here's the thing: the website actually isn't quite the first step. Strategy is. Before you start choosing a website builder, writing an About page, and choosing your social media icons—here are four strategic questions you should ask:

**1. Who is the website for?** Who is your ideal reader? Take some time to really sit with this question. Is that ideal reader male, female, adolescent, teenaged, a career professional, a retiree? Who are they fans of? Are they religious? What do they value? What matters to them? The more you know about your readers, the better your decisions about your website will be.

If you're writing for college students who are into comedy, an occasional swear word in your web content might be appropriate or add to the humor and voice of your site; if you're writing for a devout religious group, it probably isn't. If you're Tim Ferris, your audience is primarily male and so the colors, setup, and language on your site can have an intensity and bravado that wouldn't be appropriate for Nora Roberts or Elizabeth Gilbert.

**2. How can I help them?** Okay, so now you know who your audience is...so how can you help them? What do they want? What do they need? What do they dream about? And how can you speak to those things?

Knowing the answers to these questions will not only help you not only know which messages about your book will resonate with people, but also what other content you might want to create. For example, if your books are non-fiction business books for managers, you might decide a management blog or a video interview series with top management consultants is an additional helpful thing you can do for your audience. If your audience is Romance-loving women between 40 and 60, sharing stories of love found late in life or links to other Romance authors whose books you love might be an added benefit to your readers. Knowing what they want and need can help you determine where to spend your energy—and how to structure and design your site.

**3. What do I want them to do?** Such a simple question—but one that people far too often forget: once those ideal readers reach your website, what do you want them to do? Should they join your email list to be the first to know when your novel hits the shelves? Should they click through to your already-published books and buy one? Should they fund your Kickstarter? Identifying exactly what you want your readers to do on your website will help you design the site and write your content around that goal. If, for example, your number one goal is for readers to fund your Kickstarter campaign, it should be front and center on the site.

**4. What's in it for them?** Now that you know what you want your readers to do on your website, it's important to ask yourself the tough question: Why would they do it? What's in it for them? If you want someone to buy your book, why should they buy your book? What is compelling about it? How will it help them? Will it entertain? Educate? Keep them guessing? Is it a textbook that will help them understand the inner workings of the human brain or a romance novel designed to leave them feeling warm and fuzzy?

This question applies no matter what your goal is. Whether you want them to fund your Kickstarter, join your newsletter, or do something else altogether, it's important to get clear on what's in it for them. Because once you understand their motivations, it's a lot easier to speak to those motivations—and then to hit your own goals.

“Join my newsletter to be the first to know when the book hits the shelves!” or “Join my newsletter for a free glimpse at my first chapter!” is much more compelling than just “Join my newsletter.”

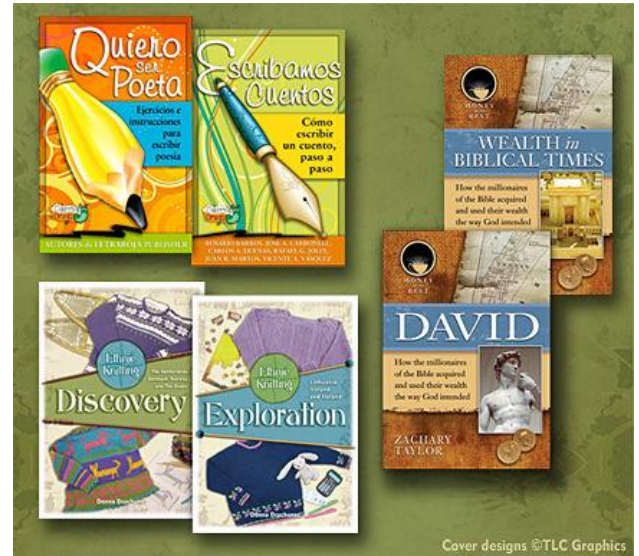
Gigi Griffis is a content strategist, copywriter, website consultant, and 12-time published author who travels the world full-time with her freelance business and her small dog, Luna. She adores tough mountain hikes, European summers, and the Oxford comma. You can find her at her [travel blog](#), her [business site](#), her DIY Website [Workshops](#), or on [Facebook](#).

## The Cover Story – Tamara Dever

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

Designing a successful series is all about planning - for the publisher and designer. This task can be an added challenge for your designer, as graphic elements and typography must be created to specifically work for future volumes.

At the beginning of the project, your designer will want to know the longest and shortest titles in the series to ensure titles of every size will fit in their allotted space. Color schemes will be developed. Each book can carry an identical color application or the books' colors may vary while staying within the determined color palette. A series must be visually branded. To achieve this, often a logo for the series is created as seen in the examples above. Finding several photos or illustrations of the same style, shape, and/or size will also be important for future volumes. Design parameters are more strict when creating a series, but with thorough planning, your volume of books can reflect a valuable and saleable brand.



## 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](mailto:tom@tomhillwebsite.com))

Here is an excerpt from a *Forbes* article I enjoyed with ten quick tips to ensure your meetings aren't time-wasters. For the full article, click here: <https://www.forbes.com/sites/brianscudamore/2016/06/15/10-simple-ways-to-have-more-productive-meetings/#6bbf0cd31daf>

- 1. State The Objective.** How many times have you gone to a meeting with only a vague agenda and sat through a discussion with no end in sight? The most effective meetings are ones where the objectives are clear. A simple statement of what you hope to achieve can shave an average of 17 minutes off of your meeting.
- 2. Be Exclusive.** When I get a meeting invite, I'll usually ask (politely) if I actually need to be there. Often, office politics get in the way of who really needs to attend. Google caps attendees at 10 and Amazon has a "two pizza" rule (i.e., never have a meeting where you can't feed the whole group with two pies).
- 3. Time It To The Second.** I'll often request 22-minute meetings. This idea comes from an Ignite talk by Nicole Steinbok, and may sound a little silly, but I've found it's a hyper-effective way to keep everyone conscious of both starting and ending times. People tend to fill the amount of meeting time they're given, so I generally get just as much done in 22 minutes as in a standard half-hour meeting.
- 4. Leave A Buffer.** It's amazing how often we'll book back-to-back meetings without thinking about the logistics - the time it takes to walk from one office to the next, for instance, or to top off your coffee.
- 5. Ditch PowerPoint.** At Amazon, Jeff Bezos banned PowerPoint outright. Too often, we're stuck listening to a presenter read an entire slideshow, verbatim.
- 6. Change Your Scenery.** A boardroom is usually the most sensible meeting space for a group, but when



you've got a one-on-one booked, a walk-and-talk outside makes for a nice change of pace. Not only can it be an opportunity to get some privacy if you've got an open-concept office, but walking also helps creativity, according to a recent Stanford study. Plenty of big thinkers love walking meetings - in fact, they were Steve Jobs' preferred method of conversation.

**7. Provide Some Entertainment.** Some people might hear "icebreaker" and groan, but a round-table question gets the conversation going.

**8. Unplug Your Laptops.** Studies have found that students who use laptops have a harder time remembering what they learn in lectures and are less likely to understand complex ideas; the same goes for the office. When you've got half an eye on your email, you can't be fully present.

**9. Meet Face-to-Face.** How many conference calls have you tuned out of? I'm guilty of it, too: letting my mind wander when I'm not physically in the room. One study found revealed that 65% of employees regularly do other work while a conference call is happening. (A full 47% have even gone to the washroom during a call)

**10. Lead with Purpose.** Great meetings happen when you have great leaders. Once you've set standards for efficient, effective and entertaining meetings, your team will follow - and meetings may start to be the best part of your workday.

## 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)

**“How can I sell my books to associations and other groups as a fundraising item?” Neil McGinn**

Yes, you can promote your title as a fund-raising item to groups that can sell it to raise money for their cause, event or project. There are fundraising groups that can help you do this, such as Fundraising.com, 205 West Service Road, Champlain, NY 12919; 1-800-443-5353; <http://www.fundraising.com/>

Sarah Keeney offers this example of an association using books as fundraisers. “Because our general and military history titles appeal to such a niche audience, we are always looking for ways we can sell books outside of the book trade. Over the years we have developed a good relationship with Civil War Preservation Trust, the largest non-profit organization devoted to the preservation of our nation's endangered Civil War battlefields. They frequently focus on obtaining donations for a battlefield that is in particular need of being saved by offering a premium to those who make a donation. We stay in constant communication with CWPT so we know what battlefield they will be raising money for next. If we have a book on our backlist or coming down the pipeline that details that particular battle, we let them know they can offer a copy of the book as a premium to whoever makes a donation.

We have done this successfully with a number of our titles such as *Champion Hill: Decisive Battle for Vicksburg* ([http://savasbeatie.com/books/CHAMPION\\_book.htm](http://savasbeatie.com/books/CHAMPION_book.htm) ) and *Chicago's Battery Boys: The Chicago Mercantile Battery in the Civil War's Western Theater* ([http://savasbeatie.com/books/CBB\\_pb\\_book.htm](http://savasbeatie.com/books/CBB_pb_book.htm) ). CWPT tells us how many copies they are interested in buying and we work out a discount based on that number. We have even timed the premium to coincide with when we were planning to release a paperback version of a title. We latch their order onto our print run which brings our printing cost down. We try to provide the organization with something special to entice their members to want to donate and receive a copy of our books. Oftentimes we have the author sign bookplates, which they include with every book. This is a great way that we can work with an organization we support, help spread the word about our books to our target audience, and sell copies we wouldn't have in the book trade.”

**Update Your Marketing to the 21<sup>st</sup> Century**  
**Brian Jud**

You most likely use 21<sup>st</sup> century Internet-enabled book-marketing processes. However, your sales are probably occurring at dial-up speed if you are implementing mid-20<sup>th</sup> century marketing actions. You wouldn't put up with a 1930s-era phone system, or forego the benefits of modern technology, but that is what you are doing when you fail to sell your books to non-bookstore buyers. These could be retailers (discount stores, supermarkets, airport stores) or non-retail buyers (corporations, associations) who could buy in large, non-returnable quantities.

Selling to these special-sales buyers is not a major leap for many publishers. In many cases, you already have the programs in place to do it. Selling to non-bookstore retailers uses many of the distribution partners with which you already work. Begin there, and then expand your sales to build upon your current base, giving you a solid foundation and focal point to grow your sales.

The most difficult marketing battles of the future won't be fought in bookstores, but with a mindset that current practices are the best and only way to sell books. Here are several techniques that can support you in your fight to free yourself from the status quo.

**Have the courage to start.** You can't build business growth unless you take the first step. Do that by thinking minimum instead of maximum. Do not look at special sales as a big project requiring you to change your business model overnight. Instead, what is the minimum you can do to get started? Just commit to spending 15 minutes a day for the next week thinking about how a corporation could use your content to help them. How about an association? Could a school use your material? Then next week spend 20 minutes a day searching for potential companies, associations and contacts in the home-school market. As you begin to experience success your enthusiasm will overtake you and you will launch yourself into a new way of doing business – without giving up the old.

**Get 2020 vision.** Where will your business be in the year 2020? Commit to a goal and plot the course that will lead you to it. Become serious about reaching it by making marketing innovation a part of every planning conversation you have with yourself or employees. Frequently ask penetrating questions such as, "If we want to grow a profitable business, what should we be doing differently?" History is not destiny. Look in new directions for profitable growth opportunities

**Encourage creativity.** Hold regular brainstorming sessions to generate new ways to promote, distribute and sell exiting products. Develop new products for existing markets, or new ways to sell existing products to new buyers. How can you sell your current front- and backlist products to non-bookstore retailers and buyers in corporations, associations, schools, the military and government agencies?

**Focus on causes, not symptoms.** Publishers may say, "Sales are down. We have to do something." And they may send out more press releases. Instead, find out why sales are down. Is it a seasonal decline? Are sales down in one segment or geographic area? Is it a product deficiency or are you selling the right product to the wrong segment?

Perhaps sales are flat, or even increasing, but revenue and profits are down. You may need to adjust pricing or sell books in larger, non-returnable quantities to corporate buyers. Find out why conditions exist before you decide what to do. Prescription before diagnosis is malpractice.

This is a good time to put these ideas into effect. As you begin planning for 2018, give yourself and your staff permission to succeed in new ways. Drag your marketing activities kicking and screaming into the 21<sup>st</sup> century and your business could expand significantly in 2020 and beyond.

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Brian Jud is a book-marketing consultant and the Executive Director of the Association of Publishers for Special Sales (APSS – [www.bookapss.org](http://www.bookapss.org)). Contact Brian at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com)



## 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](mailto:guy@msgpromo.com))

**Let's Get Ready for Christmas** – it is only 13 months away (for the promotional products industry)! Will you be ready? The Holiday season is a time for EXTRA corporate book sales. A time when companies give gifts to employees, clients, say “thank you,” or use the time to show goodwill. There will also be opportunities to spend corporate profits so if your book(s) relates to a subject that a company finds could benefit others, they may wish to donate your book(s) to organizations who would find them valuable.

Here's the bottom line. Start now! Christmas 2018 is a mere 13 months away! Get your piece of the corporate budgets by planning and planting seeds. The fruits of these labors will show up in the form of very "green" checks!

## Marketing Strategy

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

Many of our personal goals are stranded on a little island called, "Someday I'll." Don't wait for your idea to happen. Motivate yourself to make it happen. As adman Carl Ally put it, "Either you let your life slip away by not doing the things you want to do, or you get up and do them." What are three things you can do today to reach your goal?

## 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>)

As part of their ongoing public relations programs, some companies will sponsor worthy causes and special book publishing projects related to those causes. For example, Weyerhaeuser donated \$25,000 worth of paper to Melior Publications for the publication of Washington: Images of a State's Heritage to celebrate the state's centennial.

## The Very Idea

(Editorial by Brian Jud)

Good enough is rarely good enough. When something goes wrong, take the time to find and correct the cause of the problem, and then fix it properly.

If you cannot get into retail stores, re-evaluate your cover design, pricing and promotional plans. If you are in retail stores and sales are down, don't blame the stores or your distribution partner. Perhaps you need to increase your promotional efforts. Don't complain, just correct the problem. The squeaky wheel doesn't always get the most grease. Sometimes it's the first to be replaced.



## 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](http://www.bookmarketing.com))

Planning for 2018 is a process, not an event. See Brian Jud's four-part series of articles on this process: Step One: Marketing Strategy Rules; Step Two: Marketing Choreography (Planning); Step Three: The Hidden Power of Marketing; and Step 4: The Measure of Marketing. Find these among many other free articles at

<http://tinyurl.com/85o9f3k>

## 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](mailto:a.annesi@sbcglobal.net))

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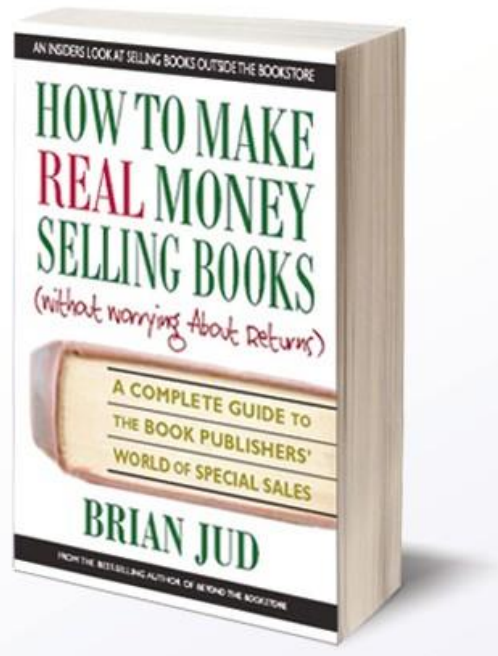
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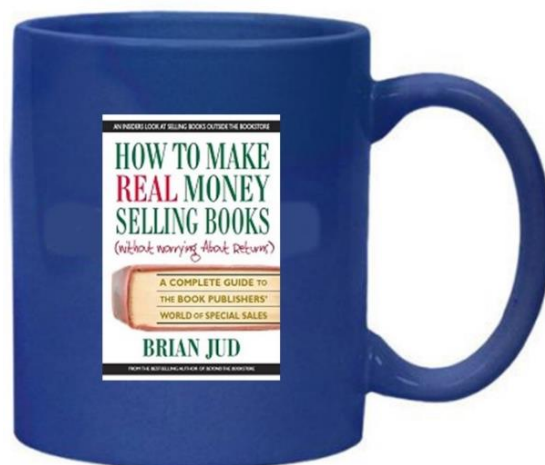


## Increase Your Profits with Sales Promotional Items

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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
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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](http://www.bookmarketingworks.com/mktgmattersnews)

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at [www.bookmarketing.com](http://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](http://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](http://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](http://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](mailto:brianjud@bookmarketing.com)