

Here is your November 20 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 24, Number 394 November 20, 2017

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

<u>Title</u>	<u>Quantity</u>
"Yes! I Said No!"	450
Adventures of True Sunbeam	300
Stunned by Grief	675
Truth About Chronic Pain	1100

## News From APSS

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



APSS has added two new chapters. One is in Southern New Jersey/Philadelphia, and to learn more or join contact Susan Laird at [laird@bookapss.org](mailto:laird@bookapss.org). The other is in San Diego and to find out additional information or to help get this chapter off the ground contact Tom Krause at [tom@bookapss.org](mailto:tom@bookapss.org).

We also have local chapters in Charlotte, Chicago, Colorado Springs, Connecticut, Maine, Mid-Atlantic, Nashville, Nebraska, Santa Clarita (CA), Santa Fe and Sarasota. Two international chapters are open in Canada and Jamaica. More will be coming on board during the next few months. If you are interested in starting an APSS chapter near you, please let me know at [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org) Why join an APSS local chapter? See many reasons at <http://community.bookapss.org/page/why-join-a-chapter>

If you are interested in starting one in your city, please let Brian Jud know at [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org).

## Upcoming Marketing Webinars

**Dec 6:** “Congratulations! You've written a book... Now what?” By Lisa Pelto, 6:00 pm ET, <http://tinyurl.com/y7a8mf36>

**Dec 19:** How to Create a Marketing Plan That Will Take Your Sales to a Higher Level; By Scott Lorenz; 6:00 pm ET, <http://tinyurl.com/yb9zdptu>

## Stop Doubling Down on a Failing Strategy By Brian Jud

Are your sales at the point where you expected them to be when you published your book? Are you doing the same things you always did to try to sell them? Low sales are a fact of life for most authors, but they have probably not heard the maxim, “If you do what you always did, you’ll get what you always got.” If your sales are below forecast, maybe it is time to try something different.

You may have your book on Amazon, and you are probably active on social media. You feel that have too much time and money invested in getting to where you are, so you will keep doing what you have been doing until it works. Why in the world would someone do that? Based on my discussions with many authors there are at least three reasons.

1. **The sunk-cost myth.** When considering a decision to change, people often factor in costs they have already incurred – both time and money. Authors think if they abandon their book now those costs won’t be recovered, but if they continue doing something, their costs will be recouped. But a rational decision maker will look only at future costs, not historical ones.
2. **Believing their own publicity.** The authors have told so many people that their books are the greatest ever written that they have come to believe it themselves. Now they must continue until everybody else realizes that, too. To not do so would be to admit they were wrong, that perhaps their book was not so great.
3. **Loss of objectivity.** People do not like to admit they were wrong. They blame other events or people for their lack of success. Their distributors did not give it enough effort, bookstores would not give it shelf prominence, and the TV or radio show on which they appeared did not generate any sales.

These biases lead people to ignore signals that their current strategy is no longer working, and they continue on the same path. So, what can they do? Here are a few suggestions.

**Understand the problem.** Poor sales are a symptom of the problem. Your book could be priced incorrectly, improperly distributed, poorly designed and not professionally edited. Or the culprit could be launching without a marketing plan, and promoting solely via social networking.

**Determine that you must do something different.** “Something must be done” is rarely as effective as, “I must do something.” Think about what will happen if you continue doing the same thing. You may determine that the best course of action is to abandon your present book, and go on to the next one. It may take more courage to make that choice than to proceed with your current project. But changing strategy does not have to be a “go, no go” decision. That can just increase the pressure and lead to inaction.

**Develop realistic expectations.** Assuming you choose to continue, recognize what you are getting into. Last year Bowker assigned 786,935 ISBNs. You are competing with those for librarians’ and retailers’ shelf space, media time and the budgets of potential buyers. Creating large sales can take years of persistent promotion. Don’t expect any shortcuts because “your book is different.” It’s not, if nobody knows it is.

**Go back to the basics.** Learn about book marketing. Read books and blogs. Attend webinars and workshops.

There are many book-marketing actions you can do after your book is published. Here is a checklist to get you started: [www.bookapss.org/PostLaunchChecklist.pdf](http://www.bookapss.org/PostLaunchChecklist.pdf) Also, join associations such as IBPA ([www.ibpa-online.org](http://www.ibpa-online.org)) and APSS ([www.bookapss.org](http://www.bookapss.org)). If you are near a local publishing group, join it and become an active participant. You can find a list of these at <http://pro.bookapss.org/partner-organizations>

**Objectively assess your circumstances.** Now that you know what makes a book successful and are willing to make yours a winner, honestly evaluate your current situation. Do you have a plan in place, and are you willing to invest the time and money to implement it? Do you have the skills to do so? If not, all is not lost. You can hire people to do much of the work for you. Next, appraise the quality of your book. Is it edited and designed professionally? Is it priced competitively? Is it distributed properly to retailers (including bookstores) and non-retail buyers? Are you implementing an assorted promotion mix?

**Know what you are really selling.** Look at your book (or line of books) in a way different from how you normally do. Do not define it in physical terms (size, page count, binding) but in terms of what your content does for the reader. Does it help people feel better, live longer, make more money, be a better parent or cook? Who could use that information? Where and when do they shop. How can you reach them with your promotion? Stop selling your books and start selling what your book does by showing buyers how your content can help them.

**Create distribution where your buyers shop.** If your prospective buyers are parents, have your books in supermarkets, health-food stores, toy stores, gift shops in national parks, libraries, discount stores and appropriate specialty stores. If your potential buyers are travelers or businesspeople in an upper-income bracket, have your books in high-end specialty stores, airport stores, business-supply stores and gift shops in hotels or cruise ships. Talk with your current distribution partners to see if they distribute to these outlets.

**Reach your prospects where they work.** Display marketing companies such as Collective Goods (formerly Books Are Fun) arrange displays at business locations, teachers' and nurses' lounges and schools. Could the military use your content? Do not think primarily about the service people, but also about their families. They have spouses and children who want and need non-military content. Is your content appropriate for K-8 readers? Do not only contact only public schools, but homeschoolers, private schools, religious schools and perhaps daycare centers.

Remember that you are in the top echelon of the general public because you have done what many people only dream of – you wrote and published a book. Do not allow that tremendous accomplishment to be diminished or lost. Never give up, but never give in to the temptation to keep doing what is not working. Try something else. If that does not work, try something else. Eventually you will find the right combination and your dreams will be fulfilled.

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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)– formerly SPAN). Contact Brian at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

**Sure-Fire Tips on How to Publish a Book  
Perfect for Newbie Authors**

It's a common thing for first-time authors to get lost in the maze of self-publishing terrain. Often frustrating and confusing, this journey may lead to a dead-end. And worse, these authors—disappointed and thwarted—toss their manuscript in the trash bin. If you don't want your manuscript to end up as trash, put it on the shelves. Follow this brief and effective guide on how to self-publish your own hard-earned book.

**Have a clear and realistic purpose.** What are you here for? Why do you write? There are too many authors who exhaust themselves with little knowledge on why they write and publish their work in the first place. Some may commit on winning for fame, and others on earning for millions. Whatever your reason is, know that publishing a book is not easy. And if you fancy yourself with unrealistic assumptions, you already lose as soon as you start the game. But if you're here with a clear and attainable vision in mind, you'll start the game the right way—and win the right way.

**Make a thorough research.** There two common ways to self-publish your book: 1) Self-publish on your own (DIY), and 2) partner with a reliable self-publishing company. If you choose the former, you need to pay an expert for book assistance, and only avail self-publishing services to work on your book promotion and distribution. If you choose the latter, publish and market your book with promotional and marketing services tailored to your needs.

But before even thinking of signing up to a publishing service, gather facts and opinions first. If you want to avoid getting scammed, check publishing forums and blogs to know of the publisher's legitimacy.

**Hire professionals—they're worth every penny.** Paying experts to proofread and design your book can payoff once your book gets published. This should be left to the qualified people, especially if you have no background on editing and designing. Never decide to do everything on your own. You either succumb alone with your book or complete a poorly-made manuscript.

**Market and promote to attract customers.** It's a good idea to pay book retailers to market your book, but you also need the initiative to build your empire. Build a website to share useful and interesting content. This can be your author blog. Share writing tips and hook potential book buyers.

**Learn SEO,** and find the right keywords to keep your content on top of Google's pages. Promote your manuscript on different social media platforms, such as Twitter, Facebook, and LinkedIn.

**Recharge.** You've done your work and you need space for relaxation. Don't kill yourself with worry and overthinking. Just hope for the best and believe in your craft. Sip a cup of coffee, or read your favorite book. Relax and enjoy!

## Website Tip By Jeniffer Thompson

**Draw In Your Audience.** You have less than a second to engage your audience. There are three things you can do right now to clean up your site and draw in your audience.

1. **Don't oversell.** Use three to five bullet points and snappy headlines to sell the benefits of your book.
2. **Utilize "Read More" buttons** to draw visitors into your sales funnel. Let your readers decide if they want to know more.
3. **Use color to set the tone** of your site and convey a feeling. Once you know who your audience is, you will know which colors they will most likely respond to. Color drives action. Use red, orange, or yellow for your buy now button.

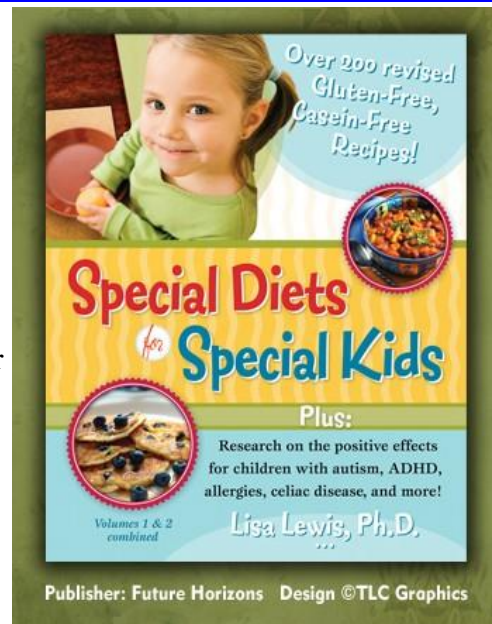
Jeniffer Thompson's design company, Monkey C Media, specializes in author web site design and Internet Marketing strategies, book cover designs and author branding development. [www.monkeycmedia.com](http://www.monkeycmedia.com)

## 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).)

Does it really matter if your book cover designer knows anything about the book's subject matter? The simple answer is, "yes and no." In most cases, a good designer can create wonderful, saleable designs armed with back cover copy, a synopsis, your marketing plan, and a little background on the topic. If however, you do find a designer who knows something about your subject matter, it can be a big bonus to get his or her added insight.

In the case of "Special Diets for Special Kids," the publisher and author wanted to emphasize healthy foods, staying away from less nutritious kids' staples like cupcakes, pizza, and the like. As a person actually on this diet, I know that anyone with these restrictions simply wants assurance that they can still eat many of the foods they loved pre-diagnosis. Not showing this on the cover could turn potential readers away, giving them the impression it's all about boring health food that their already picky kids won't want to eat. By using photos that show a nice compromise between healthy and familiarity, this cover is attractive to kids and parents and invokes a "can-do" attitude.



## 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))

Apparently, buying an iPhone X or even a brand new Corvette ZR1 doesn't bring you happiness. But being friends with the right people will make your life more fulfilling. That is what a neuroscientist is preaching and explains how changing your philosophy on life can provide long-term satisfaction.

Professor Moran Cerf from Northwestern University, a neuroscientist who has been studying decision-making for over a decade, believes he has found the key to happiness. The good professor said that people need to find the right friends to ensure bliss in life and to discard making decisions that only add stress to our lives. Cerf said that picking the right friends is critical because our brainwaves tend to resemble those of the people we spend the most time with. Meaning if your friends are miserable pricks their behavior can have subliminal influences on you. He recommends finding friends who share similar interests or who have desirable traits that you want to have. Want to be a better chef, surround yourself with friends who are great cooks.

"This means the people you hang out with actually have an impact on your engagement with reality beyond what you can explain," Dr. Cerf said. "And one of the effects is you become alike." This theory is called "neural coupling" and is thought to be an integral component of communication. The belief can be used in business as well as friendships. If we are on the same wavelength as someone it is far easier to communicate and even anticipate what they are going to say before they say it. That will lead to better teamwork and give those groups an advantage with faster communication without having to explain their ideas to others.

The neuroscientist added another tip for happiness - we need to stop wasting our energy and worrying about small and insignificant decisions such as what your lunch is and what you're going to wear to work. Instead, he

suggests that you minimize decision-making and aim your focus at problems that actually have meaning and consequences. For instance, Cerf always chooses the second option on the specials menu when he's out to eat to eradicate one decision in his daily life.

A 10-year study seems to back up Cerf's findings about picking the correct friends. The recent study found that teens who put an emphasis on being popular in high school instead of developing long-term friendships were less happy later in life. Then again, there's a Cambridge University study that found having spending money to do whatever you enjoy doing brings people happiness. So just do whatever makes you happy.

## **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](mailto:BrianJud@Bookmarketing.com) and he will answer it here)**

**What books sell well in airport stores?** When selling to any retailer, ask yourself, "Who is the customer of my customer?" In this case, who are the people most likely to visit an airport store? Business travelers? "Harder thinking" titles sell well among business travelers who spend a good amount of time in airports. Titles on management, investment, economics, business biography, personal finance and health also work well in the airport setting. How about families on vacation? Titles for children tend to do well in these outlets, especially children's "activity books." Popular fiction always sells in this environment, particularly among female travelers and people in the younger set who purchase "Chic-Lit."

Surprisingly, history and science books are among the perennial best-selling titles. But a title does not have to be a bestseller to find its way into the stores in large airports. These shops will carry books by local and regional authors, as well as books pertaining to its specific locale. For example, books on major sports teams do well in their localities.

Books about destination points generally sell well. Hudson stores stock books in their stores near gates that regularly serve flights to certain destinations. Similarly, books about Hawaii sell best at the Los Angeles airport. Airport stores in the Northwest would stock more books about China and Japan than they would about France. Experience has proven that most people would rather not carry such books with them and they usually purchase them at the destination airport. For this reason, travel guides sell well at hubs and major airports such as LaGuardia, JFK, Chicago, Dallas, San Francisco and Los Angeles. Buyers for airport stores consider the local population base when considering their purchases. For example, Spanish titles do well in stores in Dallas and Miami.

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and exactly how authors fit in.**



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### **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))

Businesses – both large and small -- comprise a unique, large, growing and diverse opportunity for selling your books. They use books in two general ways to increase their profits as they help or educate employees and consumers. The first is for premiums and incentives where a product such as a book would be given to promote goods and services, to reward buyers for making the purchase, to motivate employees or serve as a gift to customers. Your book is considered a premium or incentive if a company buys and uses it “as is.” Second, if the company customizes it, for instance if it puts its logo on the product and sells or gives it away, it’s considered a promotional product -- an ad specialty.

### **Marketing Strategy**

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

There are four general promotional tools you can use at different times – online or offline -- to accomplish your marketing goals. These are 1) publicity (press releases, media appearance, reviews) is perhaps the most economic element of the promotional mix, 2) advertising (including direct marketing) can reach many consumers simultaneously with the same message with a relatively low cost per exposure, 3) sales promotion uses items such as premiums, giveaways, brochures and coupons for generating awareness, and 4) personal selling (trades shows, sales calls on corporate buyers) can be the most persuasive selling tool because it allows two-way communication.

### 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>)

In the case of most special sales, be prepared to wait as long as six months or more before any final decision is made. Even then, it may be another three to six months before you receive the order. Most catalogs, for instance, work with at least a nine-month lead time.

### The Very Idea

(Editorial by Brian Jud)

Sometimes you get to the point at which you just do not know what to do. It seems that everything you try just does not work. Do not give up. Go back to the basics. Think about what got you to this point, and what you can do differently next time to avoid this situation. Evaluate your actions. Think what, not how. Consider what else you can do now to change your book, its price, distribution and/or promotion. Look for new markets, new forms (ebooks, booklets), users and uses for your content.

To paraphrase one philosopher, don't follow where the path may lead. Find a new way and leave a path for others to follow.



### 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))

Use a creative process to build your 2018 marketing plan. Ask yourself, and answer, questions stimulating innovative ideas. How many titles will I publish? At what price will they be sold? How will they be distributed in traditional and nontraditional markets? How can I use publicity, advertising, sales promotion and personal selling techniques to promote them? What will all this cost and how much can I expect to make at the end of the year? How will all that position my business for future growth? Your answers create your plan.

### 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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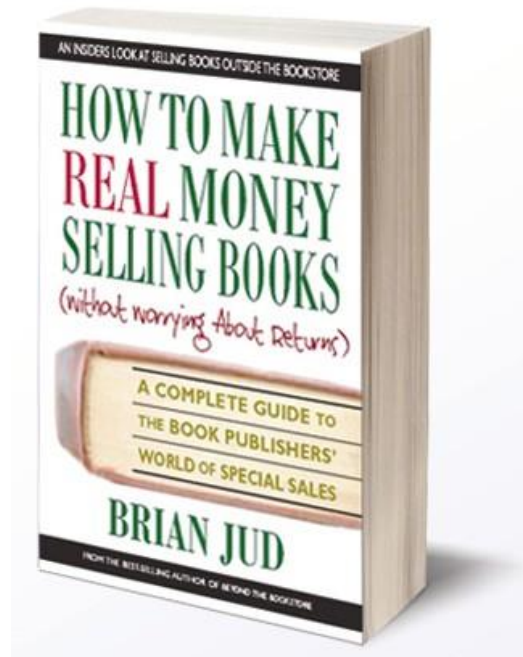
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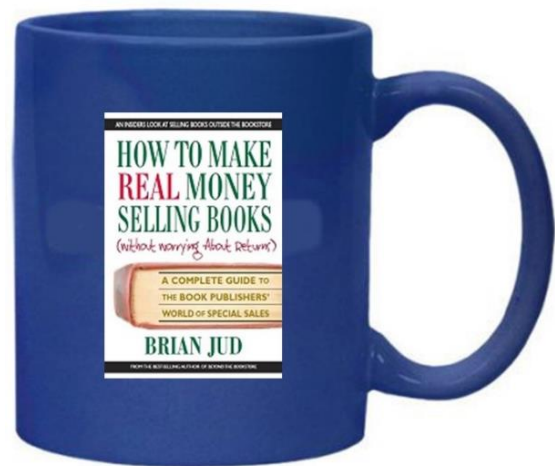


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### **Contact Information for Brian Jud**

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

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