

Here is your December 4 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 25, Number 395 December 4, 2017

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

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

**Top inquiries from the salespeople
for the week ending 12/1/17**

<u>Title</u>	<u>Quantity</u>
<i>Triple Your Time Today!</i>	1800
<i>Finding College Cash</i>	2650
<i>Abecedarium Anomalous</i>	45
<i>In Search of the Universal God</i>	700
<i>The Samson Effect</i>	1350

**News From APSS
(The Association of Publishers for Special Sales -- formerly SPAN)**



Here are three new APSS programs and reasons to renew. Use Paypal account brianjud@bookapss.org (\$60) or contact BrianJud@bookapss.org for more information. If you are not a member and wish to join or renew, please visit <http://pro.bookapss.org/join-application>

The APSS Mentoring Program

APSS can help you generate profitable sales by working directly with an expert on a variety of book-publishing and marketing topics. You are invited to participate and talk to an industry professional at no charge. You can talk with people to ask questions or learn about how they can help you. If you both agree to continue the relationship, you can do so at a mutually-agreed-upon fee. [Learn more and sign up](#) There is no cost for you to be matched with a mentor, who will then contact you individually to arrange a mutually convenient time and date for the initial consultation.

The [APSS Speakers Bureau](#)

Librarians, schools, businesses, association meeting planners and others are always looking for experienced, qualified speakers who are knowledgeable on a variety of topics. That is why we created the APSS Speakers Bureau. It can connect these people with qualified APSS members who can speak on the key issues and important subjects. From keynotes, breakouts, panels and training seminars to informal luncheons and presentations, APSS can connect you with people who can hire you.

An [APSS Mastermind Group](#) Can Increase Your Profits with the Use of *OPM* – Other People’s Minds
What do you need to succeed in book publishing? Your first thought may be *money*, but that is not as critical as you may think. The most important attributes that lead to success cannot be purchased. Money will come when you do everything else right. Unit now there was no one place an author or publisher could go to get these critical functions. APSS has created virtual Mastermind Groups made up of success-minded people who want to share their knowledge and passion with others in the hope of getting more of the same in return.

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>

Three Steps to Making Large Sales to Corporate Buyers By Brian Jud

Non-bookstore marketing is identical to selling through bookstores, yet vastly different. How can that be? There are two pieces in the special-sales pie: retail and non-retail. In retail sales (airport stores, supermarkets and discount stores) books are sold off the shelf, each person buys one book, there is a formal discount structure, you work through a distribution partner and unsold books are returned. Non-retail sales (to corporations, schools, associations) are the opposite. You find the people who can use your content to solve a business problem and you sell directly to them. One buyer can purchase thousands of your books. Terms are negotiated and books are not returnable. This is the more profitable alternative.

Selling books to corporate buyers particularly offers independent publishers an enormous – and somewhat untapped -- opportunity for increased sales. However, most do not address this segment because they are unfamiliar with the steps involved in the sales process. Once you understand how the system works, making a

successful transition to large, non-returnable sales may be easier than you think.

The foundation of all selling is to define the people who are most likely to need your content. The answer to this is rarely “everybody.” Instead, describe your prospective corporate buyers with the Five Ws.

- **Who** makes the buying decision? Typically it is a Product Manager, Brand Manager or Manager of Human Resources (HR).
- **When** do they buy? Consider their budget periods or start dates for marketing campaigns.
- **Where** do they look for information? Corporate buyers look to salespeople, trade shows, industry magazines, association meetings for ideas about promotional tools.
- **What** do they buy? It is not necessarily books. They want content that helps solve a business problem. This could be delivered via keynotes, workshops, printed books or ebooks.
- **Why** do they buy? Marketing managers want to increase sales and HR managers want to help employees.

Three Steps to More Profitable Sales

Once this foundation is in place you can start the process of selling to corporate buyers. It begins with finding the names of potential decision makers. Then you propose your solution during a personal presentation. Finally, you negotiate the terms of each sale. This can take a long time, if for no other reason than the buyer’s risk of making the wrong decision is considerably higher than in the retail sector where unsold books are returned.

Step One: Search for names of prospective buyers

There are two ways to generate the names of prospects. First, get them to come to you by exhibiting at relevant trade shows (find them at www.10times.com), advertising in industry journals, and increasing your exposure through social media (blogging, podcasts and LinkedIn). Second, search for them at www.manta.com where you will find detailed contact information. Also join applicable associations (<http://www.directoryofassociations.com/>) to network personally.

Not all prospects are equal in their ability or desire to purchase books as promotional products. Some may be entrenched with competitive products, have no budget to purchase or may have recently concluded a promotional campaign. Qualify and prioritize your list of names according to those who are the best sales prospects at this time, and concentrate your efforts where you should get the greatest return.

Step Two: Present your recommendations

Next, arrange a meeting with your top prospects to discuss the potential opportunity. Small sales of your books may be concluded on this initial meeting, but large sales usually require a later, formal presentation describing your recommendation for using your content as the solution to their business problems.

Your presentation is not about your book, but about using your content to solve your prospects’ problems. The words you use to connect emotionally and rationally should be customized to the individual needs of each prospect. Be creative yet credible, persuasive but not pushy and complete but concise. The way in which you deliver your content is more universal. Control your vocal delivery by varying your volume, inflection and rate of speech. Use body language strategically by managing your eye communication, posture, facial expression and gestures. Close your presentation by asking for the order.

Step Three: Negotiate the sale

Rarely will your initial proposal be accepted in totality, and both parties negotiate in good faith to get the best deal for their sides. Before entering a negotiation, define the terms that would be ideal for you. These could be high price, large quantity, long delivery period, no customization or returns, and the customer pays the shipping charges. Know which of these you are willing to discuss, and on which you will remain firm.

These are the three basic steps to make a large-quantity sale. Although they are applied differently in each situation, they have one common objective. That is, do not attempt to make sales, try to make customers. Build long-term relationships that result in larger orders, recurring revenue and increased profits for your publishing business.

Brian Jud is a book-marketing consultant and the Executive Director of the Association of Publishers for Special Sales (APSS – www.bookapss.org– formerly SPAN). Contact Brian at brianjud@bookmarketing.com or www.premiumbookcompany.com

How to Locate Speaking Gigs By Patricia Fry

Authors often ask me how I get all of those speaking gigs. Sometimes they are surprised when I tell them that I go out in search of them and ask for them. Locate speaking opportunities locally through appropriate organizations, groups, clubs, associations, colleges, churches, corporations and so forth. Children's book authors might contact school districts superintendents, librarians and children's bookstores managers. Poets can seek out poetry slams and get involved with groups that do readings. If you're a novelist, create an entertaining program (costume optional, but recommended) and take it to civic organization meetings, home parties, company parties and businesses related to the theme or a character in your story. This might be a small airport, bike shop, busy deli, bakery, gift shop, hobby shop, florists, ranger station or nursery, for example. For nonfiction, plan presentations at related venues—pet stores, animal shelters, kitchen stores, insurance agencies, board of realtor functions, art gallery, pharmacy—well, you get the idea.

Patricia Fry was the Executive Director of SPAWN. She is the author of 34 books, including "Promote Your Book, Over 250 Proven, Low-Cost Tips and Techniques for the Enterprising Author" (Allworth Press, 2011). www.matilijapress.com and www.patriciafry.com

Book-Marketing Tip – Roger C. Parker

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his www.publishedandprofitable.com)

Take the time to explore all coaching alternatives. Many authors find that income from coaching not only supplements, but can far exceed, income from book sales. Coaching also provides authors with new insights into their reader's needs, contributing to the creation of follow-up books and information products.

However, other authors find personal coaching to be draining and frustrating. The difference between a successful and an unsuccessful coaching experience is often based on the type of coaching offered. There's more than one coaching model: Milana Leshinsky, author of www.coachingmillions.com, has identified 5 business models for coaches.

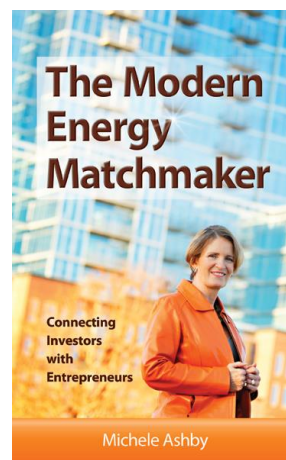
Use resources like new Coaching Program Planner MindManager template in Published & Profitable's member area to explore all alternatives and make the right choice.

The Cover Story – Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at www.knockoutbooks.com)

The Modern Energy Matchmaker

New energy for the future is the driving force behind this concept. Words such as alternative, clean, green and renewable needed to be represented as well as the choice for the author to appear on the cover as an expert in this industry. The vibrant colors, angle of the high tech building, and clean lines in the sans serif font add to the feel of a modern and forward thinking content represented in the manuscript. The starburst was added to the title for extra sparkle and to emphasize the clean energy concept.



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)

Learn that "always" isn't absolute. One of the reasons why all of us can get caught in autopilot is that we tend to see the world as a set of absolutes. You are apt to believe that such and such will always happen, because so far it always has. This is a mental shortcut, which saves you from having to think about it again. As a result, your thinking falls into patterns of your own making and you are, in effect, switching on the 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)

**“I would like to get my book into Costco and other Big Box stores. Is that a reasonable expectation?”
Adam Benedict**

Adam, as a general comment, “think outside the box” stores. There are several reasons why sales to this segment may not be the place to start your special-sales activities.

In order to sell tens of thousands of books in retail outlets, you first must get them in the stores. This means you have to arrange distribution, then print tens of thousands of books. And since they are returnable, most outlets may require you to maintain an escrow in the amount of potential returns. Some require expensive product-liability insurance coverage. If buyers agree to put your book into a *planogram* for their stores then you are expected to keep enough books in stock, ready to ship, during the promotion month(s). For example, they may order 10,000 copies to be shipped immediately and expect you to be able to provide 10,000 more on demand. In this case you would have to print 20,000 books and warehouse 10,000. If your books do not sell through and are returned, you could be left with 20,000 copies on your hands. Those facts can place significant pressure on your finances and cash flow.

That is the bad news. The good news is that if you have a good book, an established platform and consistent publicity exposure you can sell a lot of books through these outlets. They will not purchase your books if they do not think they can sell them.

You may be able to get some of these rewards without as much risk by starting locally. Go to your nearby stores and contact the department managers. Describe how the content of your book is appropriate for the stores' customers. Tell of your plans to create local publicity to build store traffic. Demonstrate your ability and willingness to conduct in-store events to further attract attention, store traffic and increased sales.

If you would like to have your book-marketing question answered, send it to BrianJud@bookmarketing.com

You're On The Air

(Nick Peters, Vice President, MediaLink)

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

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)

Large bookstores have thousands of competitive books surrounding yours on the shelves, each yearning for the browser's attention. But there is less competition in specialty stores. When people go to a specialty store, they want specific information and they are willing to pay for it. In addition:

- 1) Your promotional dollars are more efficient because of less wasted circulation. You can be specific in the ways you contact people and the benefits you present.
- 2) Your book may be the only one available in a place where there is no competition and no price comparison. You can offer your books for sale in car washes, doctors' offices, banks, restaurants, ski lodges, movie theaters, appliance stores or coffee shops.
- 3) It may be easier to sell to specialty stores than to larger retailers. Proprietors of small businesses look upon books favorably as a special service to their customers, a source of incremental revenue.
- 4) The individual orders will typically be smaller than those from larger customers, but you will find the buying period shorter, the process less formal and access to buyers through mass communications.

Marketing Strategy

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

If potential buyers seek your type of book in libraries, then make your books available in libraries. If they buy in bookstores, whether brick-and-mortar or online, that is where your books have to be. If they purchase via direct mail through catalogs, in airport stores, supermarkets, discount stores, gift shops or book clubs, then that is where your books must be accessible. Or create demand for buyers in corporations and associations to use your book as a promotional 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>)

Textbooks make up the major portion of book sales to schools and colleges. The best way to get your books adopted for classroom use is to get samples of your books into the hands of the instructors or school boards who make the adoption decisions. And the best way to reach these decision makers is through direct mail.

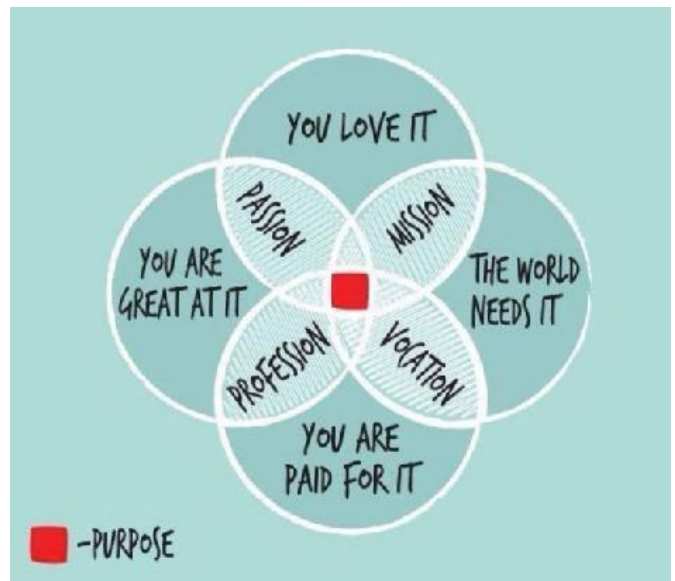
The Very Idea

(Editorial by Brian Jud)

Should you write because you are passionate about your topic or because it will sell? Yes.

Finding your purpose is a necessary but not sufficient element for creating your content – if your objective is commercial success. Successful purpose (as you define it) is a combination of several factors.

Of course, you have to love what you do. That sustains you through the long hours and the potentially negative feedback that are endemic to book publishing. But if you are not good at writing, if people do not care about your topic and if you cannot get paid for it, do not be surprised if you cannot make money from your efforts.



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)

Books are like children. They are brought into this world with great expectations for their futures. Yet, something happens to most over their lives and they don't reach your expectations – or their potential. Don't wait until it is too late. Plan now to help your offspring be all that it can be.

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)

XNote Stopwatch

<http://www.xnotestopwatch.com>

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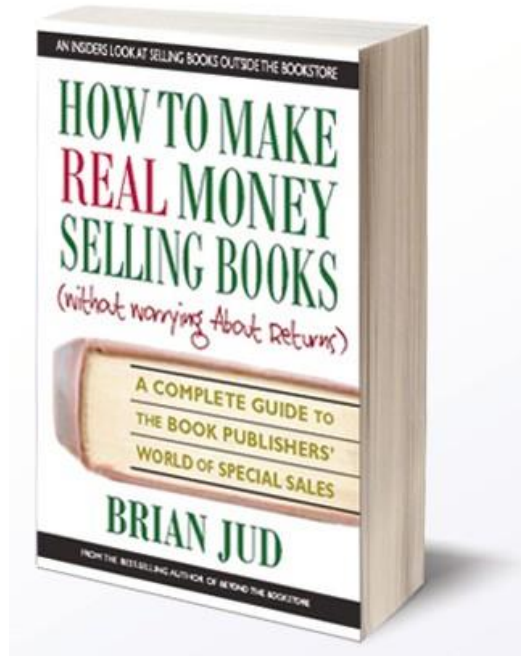
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Become more profitable
Sell in untapped, lucrative markets
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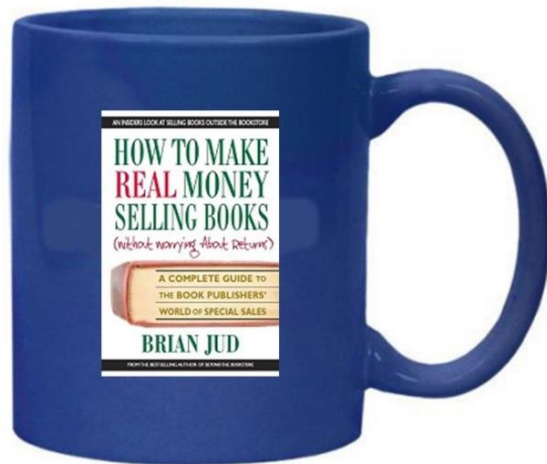


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Contact Information for Brian Jud

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

Brian Jud is the Executive Director of The Association of Publishers for Special Sales (APSS). Join this association for many discounts from major suppliers and many educational programs that can help you sell more books more profitably. Discover more at www.bookapss.org

He also offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. www.premiumbookcompany.com

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at www.bookcentralstation.com. Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing.

Brian is the editor of this newsletter. If you have questions, comments or want to contribute a short article, contact him at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com