

Here is your December 18 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 26, Number 396 December 18, 2017

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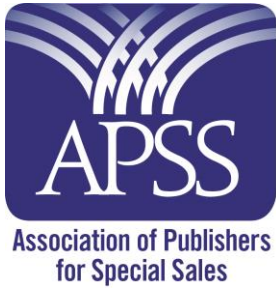
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**Top inquiries from the salespeople
for the week ending 12/15/17**

<u>Title</u>	<u>Quantity</u>
<i>Diet Glue</i>	450
<i>I Want to Be the Only Dog</i>	200
<i>Power of an Attitude of Gratitude</i>	1200
<i>The 5 Personality Patterns</i>	3200

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



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Upcoming Marketing Webinars

Dec 21: 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>

Jan 3: “Congratulations! You've written a book... Now what?” By Lisa Pelto, 6:00 pm ET, <http://tinyurl.com/y7a8mf36>

Monkey Traps and Marketing By Brian Jud

There is a unique way to trap monkeys in the islands of the South Seas. The natives drill a small hole in a coconut, hollow it out and fill it with rice. Once a monkey puts its hand in the coconut to get the food, it cannot remove its clenched fist. Refusing to let go of their prize, the monkeys are unable to escape.

Publishers can get caught in a similar trap if they become conditioned to avoid risks and persist in using strategies that were successful in the past, without evaluating whether they are still relevant today. Their grasp on a comfortable feeling of security yields the same sense of contentment the passengers on the Titanic experienced moments before it struck the iceberg.

Don't just do something, stand there!

Stop yanking at the coconut, let go of your past and pause to ponder what you are doing and where you are going. Go back to the basics of marketing and create a plan that defines your mission, generates objectives, establishes strategies and develops specific tactics.

1. Mission. Your mission statement is a concise answer to two questions. First, "What business are we in?" This may seem obvious because you are a producer and purveyor of books. But this is a limiting concept because you are really a provider of information that people need and are willing to pay for.

Second, "Who are we trying to serve?" Define your target readers and buyers. Use the Five Ws: who are they, where do they shop, when do they buy, why do they need your content and in what form do they want it?

2. Objectives. The purpose of objectives is to divide your long-term vision into attainable goals. Traditional business planning requires that objectives be SMART: **S**pecific, **M**easurable, **A**ttainable, **R**ealistic and **T**ime-oriented. However, goals must be more than that or they simply remain good intentions.

Write your objective so it helps you find new ways to reach it. A goal to "Sell X0,000 books by December 31, 2018" places your focus on selling books. If you say, "Reach net revenue of \$X00,000" you expand your focus to profitably selling your content through books, booklets or other formats. And you could increase revenue through corporate sales, consulting and/or speaking.

3. Strategies. Next, define the strategies that will direct your efforts to achieve your objectives. Think of your strategies as statements of the general direction you will take in each of the four areas of marketing: Product, Place, Price and Promotion.

A. Product Strategy. The word *product* (instead of *book*) forces you to think of all merchandise you can create that will satisfy the needs of your customers.

B. Place strategy. Place refers to your distribution network. There are three general channels: direct, indirect or a combination of the two. Indirect distribution to retailers utilizes some variation of the traditional distributor -- wholesaler – retailer (bookstore, supermarket, airport store, etc) system. Alternatively, you might consider the technique of marketing directly to non-retail buyers in corporations, associations, schools or the military. The preferred system would be a combination of these two.

C. Pricing strategy. There are three pricing strategies. These are, 1) a penetration strategy with a low price, 2) a skimming strategy with a high price, or 3) a competitive strategy, pricing your book similar to competitors.

D. Promotion strategy. There are four general promotional tools you can use at different times (online or offline) to accomplish your goals. These are sales promotion, publicity, advertising and personal selling.

4. Tactics. In each of the four strategic areas, describe innovative and specific actions you will take to employ your marketing weapons. This creates a "To Do" list of activities that will apply your strategies and fulfill your objectives. Customize your actions to each title and author's circumstances. Be specific and add a deadline for the accomplishment of every action.

Product tactics. If you chose a strategy that would expand your product mix, list the actions you will take to do so. For instance, which current titles are candidates for ebooks? Audiobooks? When and how will you have them converted?

Place tactics. Your decision to continue with the traditional distribution channel is now a preference rather than a habit. Plan new ways to work with your distributor's sales people to help them sell more of your books. Also, find salespeople who can sell your books to non-retail buyers.

Pricing tactics. What will your price be? Basing the price on your costs plus a standard markup is a simple system, but it fails to consider competition, customers' buying habits, volume benefits, special-sales opportunities, economies of scale and profit objectives. Choose one strategy and set your price.

Promotion tactics. Create a mix of tools to best promote your books – offline and online.

- 1) Sales promotion utilizes items such as premiums, giveaways, coupons, and website offers to generate awareness and stimulate demand through short-term awareness campaigns.
- 2) Publicity (social networking, testimonials, media appearances, press releases, reviews) is perhaps the most economical element of the promotional mix.
- 3) Advertising, including direct mail, can reach many consumers simultaneously, with the same message and with a relatively low cost per exposure.
- 4) Personal selling (direct sales, personal networking, trade shows, store events) can be the most persuasive promotional tool because it allows two-way communication.

Don't be afraid to evaluate what has worked for you in the past and try new strategies and tactics if necessary. Aim high. Set big goals that will motivate you to action. Remember, some people thought Goliath was too big to hit. David thought he was too big to miss. Whether you have a stone in your sling or your hand in a coconut, you may need to let go to succeed.

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

Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com)

Beware of the January Publishing Cliff. From late spring to late summer all eyes are on the very important fall selling season. Sales conferences, Book Expo, the fall catalog all point to high expectations for great success for the entire list of brand new titles. Yet when the radiant colors of the season have passed, the winds of winter become evident. And if too much emphasis has been placed on the fall list, then the winter will be long, hard and cold indeed. As December turns to January, bookstores and wholesalers feverously begin to pack up overstock to be returned to sender. And if the list of new titles is sparse come winter, then many a publisher will experience a significant cash flow squeeze. Therefore, it is important to spread your list of new publications over the whole year. January and February, for example, are strong months for finance and self help. It is important to plan from a financial as well as a marketing perspective.

Tip from Marika Flatt, PR by the Book, LLC
www.prbythebook.com

Monthly magazines have a three-six-month lead time (depending on whether they are national or local) and they oftentimes like to review a book the month it's hitting the market. Therefore, if your publisher (or you) has not sent out information to magazines ahead of time, you will possibly miss the opportunity for book reviews. However, there are other opportunities for print coverage after publication, such as: being featured in a larger story as an expert, an excerpt from the book or submitting an article in exchange for a byline. It is important to keep this lead time in mind as the publicity campaign begins. A client often sees the magazine clips rolling in *after* the publicity campaign is already over, due to the long lead time.

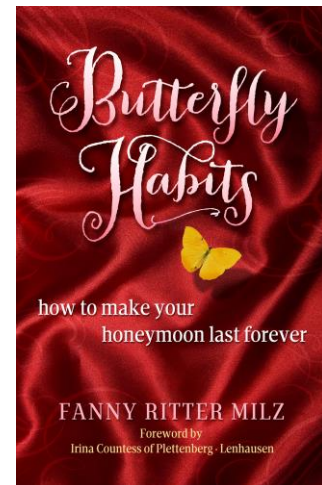
The Cover Story – Kathi Dunn

(DUNN+ASSOCIATES designs stellar book covers and marketing materials for bestselling authors, traditional and indie publishers, and fast-track experts so they can build credibility, open new doors of opportunity, and create positive change in the world. Since 1985. Contact Kathi at kathi@dunn-design.com or <http://www.dunn-design.com>)

This book strives to help women realize the power of taking small steps to achieve great results. *Butterfly Habits* aspires to unleash the unique, feminine leadership flair for keeping love alive.

The cover design conveys passion and hope with a fanciful treatment to the title which will be used as a branding element in the author's business endeavors.

International relationship expert and author Fanny Ritter Milz tells us, "Having a compelling cover is the most critical element to succeed in sales and one of the most important investments of a book project."



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)

6 morning routines that are hard to adopt but will pay off for life by Áine Cain

An interesting article from *Business Insider Magazine*. Below are a few excerpts. For full article, go: <http://www.businessinsider.com/what-successful-people-do-before-breakfast-2016-8/#make-a-plan-the-night-before-1>

The early birds will inherit the earth. At least that's what a 2009 University of Leipzig study found. The researchers concluded that "morning people were more proactive than evening types." But being an effective early riser isn't just about waking up before everyone else. It's about putting yourself in a positive mindset and getting important things done before everyone else.

So, there's no point in setting your alarm clock at a crazy-early time if you're just going to zone out in front of the television for a bit before slouching off to work. To start your day right, you've got to get into some good habits. Following are six morning rituals that may seem hard to adopt but will ultimately reap major rewards, if you stick with them.

1. Make a plan the night before
2. Wake up painfully early
3. Start the day right with exercise. "These are incredibly busy people," says Vanderkam. "If they make time

- to exercise, it must be important."
4. Tackle your high-priority projects
 5. Work on your side hustle
 6. Enjoy the silence

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)

“You always talk about defining your target reader. Can you give me an example?” Jim Carpenter

When asked who their target reader is, many authors reply, “I do not know,” or “everybody who likes (their topic).” Either answer will reduce your sales and profits. If your book is for everybody, how much would it cost you to reach them frequently enough to make an impact -- if you could find a way to do so?

Consider Gloria Boileau’s title, *Stop the Fear! Finding Peace in a Chaotic World*, a book about ways to resolve fear (<http://www.gloriaboileau.com>). Her premise is that everyone is afraid of something, at some level. But how can you tell “everyone” the ways in which your book will help them? One way is to divide your target readers in categories. Using these techniques, Gloria might address the people who are afraid of flying, dying, being in a relationship or other types of fears.

Remember that you are marketing to *people*, not to segments. So who is the typical person in each segment who will actually purchase your book? If you can describe those individuals and the problems that consume them, you can communicate the ways in which the content of your book can help them.

Continuing with the title *Stop The Fear!*, what if “soccer moms” were singled out as a target segment? These mothers might be fearful for the safety, health and future of their children. In this case, Gloria would define the typical “mom” who will benefit by reading her book, in terms of age, education, life style and geography. She would seek answers to the following questions, defining the “typical mom” and creating a composite of the person to whom she will market.

- What is her average level of education?
- About how old is she?
- How much money does she make?
- To what ethnic or religious groups does she belong?
- In what leisure activities does she participate or watch?
- What magazines and newspapers does she read?
- In what current events or issues is she most interested?
- Is there a particular life event she is facing (e.g., divorce, career balance, childbirth)?
- What makes her happy? Unhappy?
- What are her problems or ponderous issues?
- What organizations or associations does she join?
- To what radio and television shows does she listen/watch?
- Are there geographic concentrations of prospects?
- How can you reach her?

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

You're on The Air
(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

Speak English and not jargon; one of the problems many people have is they're so into the details of the subject at hand they expect everybody to know the shorthand. If you're in the business you know what they are, but most of us don't.

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)

Independent publishers may have an edge over larger publishers in the sense that a company may not want a bestseller as a premium. If *everybody* already has it, it would be less desirable as a sales promotional tool. A less known, but equally applicable title, may be preferred. For similar reasons, your prospect may want an exclusive on your title. It will not want to waste its promotion dollars if someone else is offering the same title in a promotion.

Marketing Strategy

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

Think 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 this 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 t old.

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>)

A company could offer one of your books as a free gift to prospects that will listen to their sales presentation. For instance, insurance salespeople could give away a tax guide to everyone who listens to their pitches.

The Very Idea

(Editorial by Brian Jud)

Planning is like laying track for a railroad -- it establishes a solid foundation, provides a path to your destination and controls deviation. And it helps you move forward when uncontrollable events occur. But just as the track does not propel you forward, neither does your plan. Your passion and productive action provide the fuel for the engine taking you on your journey to success. Create your plan for 2018 during this relatively slow period so you can start the new year full steam ahead.



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)

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)

Query Shark

<http://queryshark.blogspot.com>

Query Shark is a blog by Julie Weathers for fiction queries only. She advises when queries are posted (not all submissions are), but it's a great place to get feedback. It allows participants to send a revised query letter after the critique.



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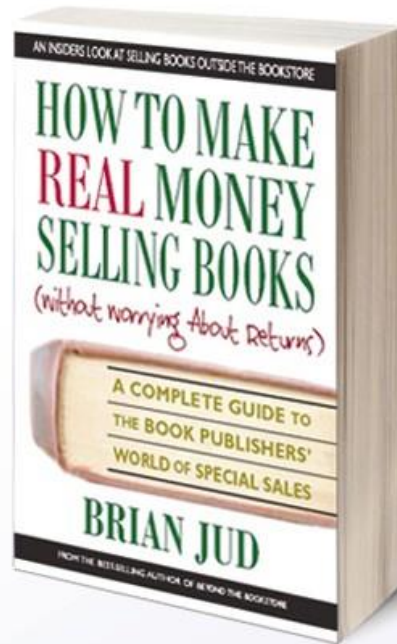
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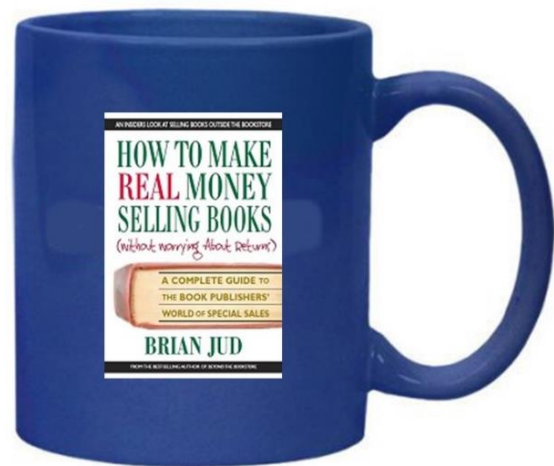


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Contact Information for Brian Jud

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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