

Here is your January 1, 2018 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 17, Issue 1, Number 397 January 1, 2018

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Top inquiries from the salespeople
for the week ending 12/29/17

<u>Title</u>	<u>Quantity</u>
<i>Deliberate Leadership</i>	670
<i>Deep Dive: Sanctuary Cities</i>	400

News From APSS

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



Association of Publishers
for Special Sales

You may have worked very hard last year without making the progress you had planned. What unforeseen circumstances made your progress more difficult? Don't let negative baggage from 2017 hold you back in 2018. **DARE** to do better this year:

Discover new markets in which to compete. Try different actions. Find new revenue streams and build a steady flow of profits.

Adapt your marketing plans to better fit your books, personality, goals and resources.

Respect yourself. Rid yourself of negative thoughts that could be dragging you down.

Empower yourself. Don't let the naysayers hold you back. Set your sights on a firm objective and don't let go. Keep marketing your books with a dogged determination and you will see your sales grow.

We at APSS wish you great success in 2018. Happy New Year from Brian, Carol, Guy, Karen, Kaye, Kim, Rudy, Sarah and Sharon

Upcoming Marketing Webinar

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

Jan 18: "How to Create a Marketing Plan That Will Take Your Sales to a Higher Level," By Brian Jud, 6:00 pm ET, <https://tinyurl.com/ybjkce2p>

Feb 7: “How to Promote and Market Your Book,” By Scott Lorenz, 6:00 pm ET, <https://tinyurl.com/y946z8ce>

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 Also, join associations such as IBPA (www.ibpa-online.org) and APSS (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.

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

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com)

Is this a quiet time in your business? For many, especially those not in retail, hospitality, travel, or financial services and other fields this is a very quiet time, often right into the first week or two of January. Some of the best ways to use that quiet time may surprise you, based on your personality, how your life is structured overall, and what the past year has been like.

Consider these possibilities and notice what other ideas they trigger.

- Start a product you've been thinking about because you can now concentrate more.
- Cut your typical work day in half to balance getting things done and also relaxing.
- Brainstorm with a colleague, friend, or family member about your business and life.
- Visit someplace locally that you rarely go or have never gone, for fresh perspective.
- Read a publication that interests you that you never make time for otherwise.
- Do the reverse of what you typically do in some way and notice what you discover.
- Finish something you started that you keep hearing yourself think "someday."

As tempting as it might be to think of filling this otherwise quiet time as full as you can if that's your inclination, you may actually accomplish much more in ways you could not have anticipated by taking things slower, opening up time to notice and experience more, and doing things that break your usual routine.

While some of your people may be more reachable because things have slowed up for them, too, they may be less mentally available since they are making the best of a slow time for them. Or it could be the ideal time to explore the possibilities you've been chomping at the bit to discuss with them because they don't have their day fully scheduled.

Their staff is not pulling at them. Their clients are on vacation. Now could be the perfect time to map out a year's worth of business you can do together - booklets to be written and delivered in print and as downloads, audio recordings of parts of your content, teleclasses and webinars to schedule for their staff and clients, a promotional campaign to drip a tip a week on their mailing list, and things you jointly unearth.

It is impossible to know the best approach since one size certainly does not fit all. Based on what is best for you, reach out at whatever level you decide to during this time of year. If you decide to go on a vacation for three or four weeks so you can come back completely refreshed, that's great. If you choose to do a reduced approach during this time, there are others who are mirroring your decision and you'll know that as you contact them.

ACTION - Determine what you need, physically, emotionally, financially for the weeks at the end of December and beginning of January. That may be a casual or a more formal decision on your part, and one you may very likely modify as you go. Be sure to do what is best for you, whatever you choose!

Book-Marketing Tips – Roger C. Parker

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

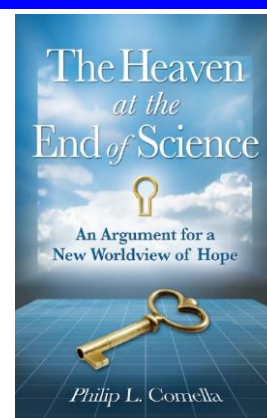
Does your home page “tell-all” in the first screen? The opening screen that your visitors encounter when visiting your blog or website must be a "tell all" screen.

Without requiring scrolling or clicking, the first screen of your home page must engage your visitor's attention and convince them to spend more time exploring your message. The best way to find out if your home page "tells all" is to visit the Google Browser Size application. Simply visit www.browsersize.googlelabs.com and enter your blog or website's URL in the space provided.

How you'll benefit. The Google Browser Size application shows how the first screen of your site against an overlay indicating the amount of text and graphics visible with different monitor settings. You'll also be able to see the percentage of website visitors likely to encounter various text and graphic elements without scrolling or clicking. Visit <http://tinyurl.com/yaednf> to learn more.

The Cover Story –

The cover for *The Heaven at the End of Science* visually shows the merging of two worlds; the linear world of science and the philosophical world of spirituality. The lock and key represent discovering hidden answers. This was achieved by the combination of 3 images and constructing a grid to lead the eye into the cover. A serif font was chosen for the traditional and established feel it would give to the title. Emphasis put on the most important words



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)

This week's message is "One Idea Well Executed Can Change Your Life Forever." I encourage you to start today preparing your 18-month (one G-Curve) goals. These will be goals you are committed to achieving by using the six areas of life.

Spiritual
Health and Wellness
Relationships
Emotional
Professional and Intellectual
Financial

You must write these goals in specific and measurable terms and then read them aloud a minimum of twice a day, if not 3 or 100 times. These are NOT New Year's resolutions. These are goals. In addition, remember my K. - S.E.E. - A. Do you have the knowledge? (Do you know the key principles?) Do you have enough 'reason'? Do you have a significant Emotional Experience? (How badly do you want to reach them?) Do you have the discipline to put in the creative action necessary to reach your one G-Curve goals? If I could measure these three things, I could quite accurately predict your degree of success.

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)

“What is demographic segmentation?” Charles Nelson

Perhaps the most popular means of dividing a market is by quantifiable, demographic characteristics such as age, income or gender. People who are of similar ages, genders, educational levels and income brackets may exhibit similar buying habits. You may find your sales efforts more successful if you define your typical buyer by these objective criteria in each category. As an example, if you find that readers of your book are 55+ years of age, you might design the page layout with a larger type size and greater leading.

Consider the market for selling job-search books to unemployed people. Not everyone in that total market has the same career needs, skills or aspirations. There are college students seeking their first position. There are 50+ year-old people with families and greater financial obligations. Women, minorities, blue-collar workers and Latinos all have different needs, require different information and may look for job-search assistance in diverse places. A title describing the basic functions of how to get a job could – and should -- be marketed differently to each segment.

It’s not necessary to be too specific. Just know that people who need your book are in a high, medium or low-income bracket. People who are unemployed have little or no income, and may not purchase books. Instead, they seek free job-search information at libraries or from their state departments of labor. Therefore you would aim your sales efforts at libraries and state governments. Students are typically frugal, so you could reach them through their colleges or parents.

You're on The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

The biggest fears people have when they come into the studio is that they’ll look foolish, that they’re not going to know what to do and not know where to put themselves. All you have to worry about is being comfortable. If you’re not comfortable, you won’t do well answering the questions. Sit down and feel at home. Talk to the interviewer. Ask, “What should I do? Who should I look at?” Ask if everything is in place. They’ll tell you.

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)

The National Recreation and Park Association’s online bookstore has the titles ranging from targeted publications to scholarly texts. Find contact information for bookstores at many national parks there. Do not make the mistake of thinking you must have a “green” book to sell to parks. NRPA comprises 10 individual branches and sections, subgroups that represent everything from aquatics to natural resources to therapeutic recreation. You will find sales opportunities on a variety of topics represented by NRPA’s branches:

Marketing Strategy

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

There are three types of strategy. 1) **Deliberative strategy** is intentional, planned and balanced. It is not fixed in the long run, but recognizes where predictability is high enough and volatility is low enough to make choices. 2) **Responsive strategy** occurs when you have a long-term vision but face near-term changes or unanticipated opportunities. Here you make course corrections not major changes in direction; strategy emerges as events unfold. 3) **Reactive strategy** has a short-term perspective. Here you may mimic what others are doing or continue what you have always done. This rarely produces a unique or valuable advantage. Most use number 3, but should strive for numbers 1 and 2.

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 none-month lead time.

The Very Idea

(Editorial by Brian Jud)

Bigger is not always better. Your book does not have to be hundreds of pages long for you to cover your topic effectively. Similarly, your literature and press releases should be only long enough to describe the benefits of your content adequately. Form follows function. Your answers to questions during your media performances should be brief and to the point. Your presentations to prospective buyers do not have to be flashy or long – just professional and to the point. Be concise. Make every word count. As the saying goes, *Tell me quick and tell me true, or else, my friend, the heck with you.*



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)

Focus your limited amounts of time, money and energy. Begin 2018 planning by defining the ultimate readers who are most likely to be interested in your content, and why. Then think about where they shop, work, go to school or congregate. In what form do they want it (pbook or ebook)? Your answers will direct your prospecting and marketing efforts and create the criteria against which you can qualify and prioritize your prospects.

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)

Atomic Reach

<http://www.atomicreach.com>

Based in Toronto, Atomic Reach for bloggers uses its specially designed technology to change how people tell stories. AtomicWriter adapts feedback based on the bloggers' audience to help them craft great blog posts.



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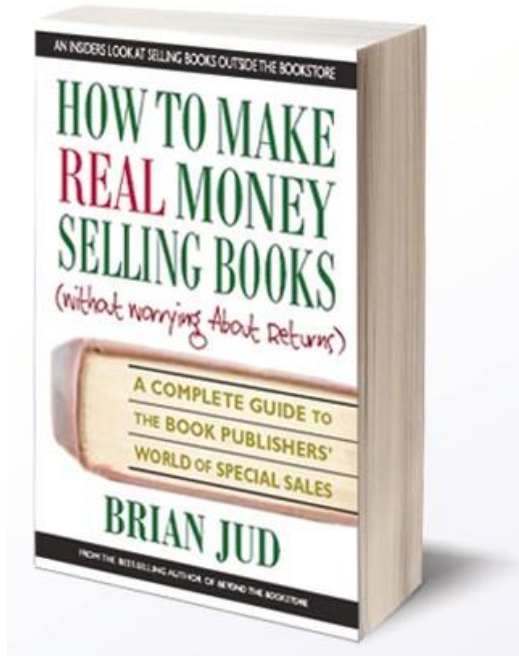
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Do you have a quick question or two about how to get started in special sales?

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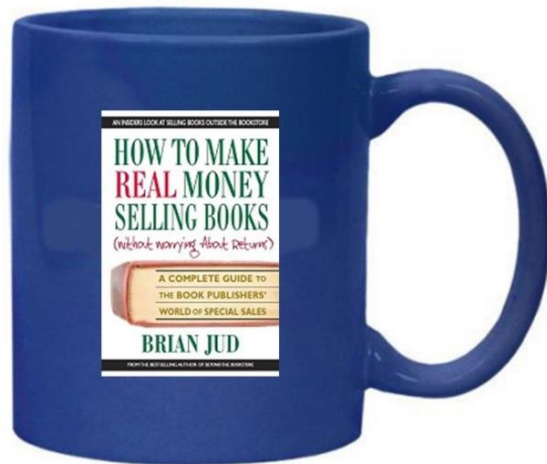


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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

Contact Guy Achtzehn at The Promotional Bookstore, guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items



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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

To subscribe to *Book Marketing Matters* click here: <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

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