

Here is your June 18, 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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**RSS**

## 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 13 Number 409 June 18, 2018

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

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Top inquiries from the salespeople  
for the week ending 6/15/18

<u>Title</u>	<u>Quantity</u>
<i>Fracking</i>	3900
<i>Three Sisters Garden</i>	450
<i>In Search of the Universal God</i>	8800
<i>How to Write Heartfelt Letters</i>	1650

## News From APSS

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



Book Selling University is now open!  
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Book Selling University can help self-published authors and independent publishers sell more of their books to potential buyers, more profitably. See it at [www.BookSellingUniversity.com](http://www.BookSellingUniversity.com)

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To Your Success,  
 Brian Jud  
 Executive Director, APSS

## APSS Monthly Top Ten List

### Top Ten Ways to Make Your Creative Sessions More Productive

Conduct a creative-thinking session to come up with new ways to tackle the challenge you have defined. Gather two or more people in a room and start thinking. Have some fun while you are at it. Use a chalkboard, flip chart or some means to record the ideas that is in plain view of all participants. Here are the **Top Ten Ways to Make Your Creative Sessions More Productive.**

1. **Stimulate as many responses as possible.** Think quantity, not quality at this point. Do not judge any idea at the time it is offered, so people feel free to contribute.
2. **Ask questions beginning with "What if...?"** What if you condensed the information in your book and made a series of booklets? What if you sold your book as a premium to corporations?
3. **Ask questions in a way that will stimulate multiple responses.** If you say, "Where else can we sell this book?" then the first plausible idea will answer the question. Instead, ask, "*In how many other markets can we sell this book?*" This will generate other possible solutions such as discount stores, government agencies, book clubs or academic markets.
4. **Think about your ultimate consumers.** Where do they seek the information in your book? In libraries? Then sell your books to librarians. Are your titles of interest to business travelers? Then sell your books in hotel gift shops or airport stores. Do they buy through catalogs? Then there is where your books should be. In how many ways can you make your books more accessible to prospective buyers?
5. **Take a broader view of your potential.** The video program *You're on The Air* trains authors to create and perform on television and radio shows. It also helped train civil engineers to perform on the air when they were called upon to do so as the local expert. How many other people can utilize the information in your books?
6. **Stop selling your books.** Start selling the benefits that people receive from buying your books. Retail-store managers want increased traffic and profits. Demonstrate how your promotional efforts will drive people

into their store. Librarians are not profit driven, but they want to help their patrons. What do your customers need and how can you help them meet their needs?

7. **Emulate successful people.** When you hit a mental block, think about what others have done to sell millions of books. What would Patricia Cornwell, Malcolm Gladwell or John Grisham do in your situation?
8. **Break the rules.** Mark Victor Hansen and Jack Canfield were told that a book of short, emotional, feel-good stories would never sell. Their *Chicken Soup for the Soul* series has sold over 100 million copies. What obstacles are in your path, and how can they be removed or sidestepped?
9. **Just do something.** When one author was asked how to be creative, he replied, "It's simple, you just take something and do something to it. Then you do something else to it. Pretty soon you've got something."
10. **Use manipulation verbs to force you to think from a different perspective.** How can you expand, combine, reduce or adapt your content?

## Win More Book Orders Before You Begin Selling

### By Brian Jud

The circumstances surrounding every selling situation are different, but there are two parts essential to them all: substance and process. Substance is made up of objective elements such as price, terms and shipping costs. Process is the path you take from your initial meeting to the close.

One of the costliest mistakes in negotiating a large book sale is focusing primarily on the substance of the deal and not enough on the process and the players. You can be more successful if you understand each distinct process since it is more likely to differ than the substance of any selling event.

Substance issues are necessary but not sufficient to close any major book sale. But if they are not delivered strategically to the right people and in pursuit of the proper objectives these facts will rarely lead to a sale. Situation dynamics are equally important to creating a win/win conclusion. There are at least four things you can do to prepare for and stay on track to a successful bargaining session.

#### 1) Understand the unique process of each negotiation.

Each negotiating journey is influenced by a range of factors, and their unique combination can impact the outcome. In your early information gathering, uncover topics that will help you understand the distinct path each discussion might take. Ask questions such as, "What is the timeframe for making your decision? What worked well for you in previous marketing campaigns? What didn't work well for you in previous marketing campaigns? What is the outcome you most want to see?" Seek to clarify as many process elements as possible before you come face to face with the decision makers.

**2) Manage realistic expectations.** If either party does not understand the other's normal operating procedures, trust can deteriorate. Buyers may not realize the time it takes to design and reprint a book with a custom cover and tip-in page, or the difficulties of printing 10,000 books each with a unique code number. If delays or additional costs occur (unanticipated from their perspective), they may overreact by thinking you are incompetent or trying to extract additional money from them.

Normalizing the process can prevent misunderstanding and erosion of relationships. Shape how they interpret a negative event by anticipating uncontrollable delays or disruptions and communicating their possibility.

Encourage the other side to do the same for you by explaining that in your experience, deals with so many parts have potential for mishaps (avoid words such as *calamities* or *disasters*) that are best dealt with before they arise. This also positions you as an experienced, knowledgeable and understanding salesperson.

**3) Identify all decision makers and influencers.** Consider this negotiating event. During the first few meetings with your prospect you have been holding back a few final allowances that you can use to overcome any last-minute objections and close the sale. During what you believe to be the final session you offer these concessions. The other side responds favorably with, “Excellent. Thank you. I’ll run this by my boss to get her OK.”

This can be a surprising turn of events if you did not know there was a higher authority in the equation. You have just played what you thought was your trump card, and now you have nothing more with which to respond if the process comes back to you for further negotiation.

Before you enter the first meeting, find out who will be involved in the final decision and what factors are important to them. In most cases, their criteria for a profitable sale are the opposite of yours. You want a short discount, little customization and a long delivery period. They want a low price and a unique product with just-in-time delivery.

#### **4) Set the tone of the discussion.**

Buying decisions occur with some combination of rational and emotional elements. The weight of either depends on the individuals involved. Some evaluate your proposal with Mr. Spock-like rationality. Others emphasize the sensitivity of a Mr. Rogers approach. Neither is a good or bad frame of reference – just human nature. As a general statement, people buy emotionally and justify their decision rationally.

It is unlikely that you can control your prospects’ perspectives. But you can be more effective if you quickly adjust yourself to the mental frame of each session. Give them a sufficient amount of rational criteria to justify their decision, but emphasize (not overtly) emotions for the stronger buying motivation. Here are three ways to influence the tone of a meeting for your benefit.

**a. Value vs. price.** Your content can provide tremendous value for your customers, but in most cases it will cost them more than competitive promotional products like coffee mugs or key chains. Your higher price will be justified in your value proposition, but it could still meet opposition when your buyer says, “You are charging twice what I normally pay for promotional items. I’m not going to pay that much.”

Inexperienced negotiators quickly offer a lower price or apologize by saying, “Yes, it is pricey, but it costs more to make it.” Buyers do not care what your costs are. They are concerned only with their price. Either approach reduces the likelihood of a sale and frames the discussion around price when you really want to discuss value.

Instead, justify -- do not apologize for -- your offer. Restate their question in a way that is more favorable to your position. You could say, “What you seem to be saying is that no one will pay more for something than it’s worth to them. I agree. So let’s discuss the value we bring so that you can decide if that is good for you.”

**b. Alternative opportunities.** You can add unnecessary pressure on yourself if you enter the negotiation consumed by the thought, “I have to get this deal or I’m doomed.” That forces you to think about the minimum terms it will take to get the order.

There are at least two ways to positively redirect your thought process. First, have other options available. Through consistent prospecting, you should have other buyers lined up, ready to purchase your books. That knowledge will release some of the tension you feel. Second, think of the negotiation in terms of what happens to them if no deal is reached. Shift your strategy to the unique value that you offer, and it becomes

easier to justify in your mind why you deserve a fair price.

**c. Equality vs. dominance.** If you propose a deal to a Fortune 500 company to buy 50,000 copies of your book, you might feel that they hold all the cards. In most cases, you will meet professional buyers who treat you as a valuable supplier. But there are times you will find people who think you should feel lucky just being in their presence. The latter may impose demands on you that they would never require from those they consider their corporate equals. Make it known that although your firm is much smaller, you are colleagues in this negotiation because of the tremendous value you offer.

In *The Art of War*, Sun Tzu insists that preparation for battle is critical and that the outcome is decided before it even begins. This sentiment applies to negotiating book sales, too. Attend to the factors discussed here to prepare for each unique path that will increase your chances of creating profitable, large-quantity sales.

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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)

## Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://www.legalwritepublications.com); The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

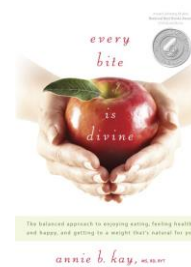
If you have created an original literary or artistic work in some tangible form – in writing or on film or tape or canvas, for example – then you don't have to do anything. You automatically own a copyright in your work.

**What rights do I have if I own a copyright?** Copyright is not one right but actually a bundle of rights. In general, the law gives a copyright owner the exclusive right to do and to authorize others to do the following:

1. Copy the work
2. Prepare derivative works based on the original
3. Distribute copies of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending
4. Publicly display
5. Publicly perform

## The Cover Story – Peri Poloni-Gabriel

*Every Bite is Divine* is about a holistic and spiritual approach to weight and health. The target audience is women. The strong image of the hands holding the apple in a very reverent manner implies this concept visually. The colors are clean and understated, as is the type.



## 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))

How to read a non-fiction book every day: This system is based on my personal belief that about 85% of the

books published each year are not worth reading. Of the remaining 15%, I can read 14% of them in 30 minutes. The remaining 1% are worth using the [www.eyeqadvantage.com](http://www.eyeqadvantage.com) system - cover to cover.

I try read a book a day. That's 365 books a year. I realize I'm in no danger of exhausting the supply with thousands of new titles appearing each year on top of the millions of titles already printed. The technique I use for reading a book a day has been one of my most popular public speaking sessions. It's easy if you are willing to commit an hour every day to this discipline.

First of all, I've admit that I don't read the whole book. However, I get a lot of extremely positive feedback from people who have used this method. Many highly successful CEOs have told me they have a stack of books by their night stand but don't begin reading any of them because they know they don't have time to finish them. Secondly, this technique only works with non-fiction books. Third, it doesn't work at all with certain kinds of books. Don't try this with textbooks, manuals, encyclopedias or dictionaries. I guess that's enough disclaimers. Let me teach you the system and you can discover for yourself how to take quantum leaps in your knowledge.

**1. First, read "about the author" which is generally on the book jacket.** I want to know as much as I can about the author, where they are coming from, their background, there political, religious or philosophical point of views as this will tell me what I can expect from their writings. Many book summaries are written by the author and focus sharply on the one or two main theses of the book.

**2. Read the acknowledgments.** Who does the author recognize? For instance, if they refer to Warren Bennis or Peter Senge or Mark Victor Hansen, that gives me a clue as to what I can expect from the book.

**3. Read the table of contents.** You now should have a pretty good idea of what this book is about and how the author has developed major points.

**4. Read the first and last chapter, completely.** My premise is that most nonfiction books give the most essential information in the first chapter and summarize that information in the last chapter. If you want to have a good working knowledge of a book on business, financial planning, personal growth, leadership or even quantum physics, you'll be surprised how much the first and last chapters will usually give you.

**5. Read the first and last paragraph of every other chapter.** Occasionally I find the paragraph or the book so compelling I just keep on reading. But most of the time, the first and last paragraph technique gives me the essential information that I'm seeking.

**6. Thumb through the entire book noting all the boldfaced sections.** The author has set up guideposts to the reader to indicate what words and concepts are most important. If the book has illustrations, charts or photographs, be sure to pay special attention to these. If you can draw the Maslow hierarchy pyramid and label each level, you've already got a working knowledge of his thesis.

**7. Take notes in the back of the book.** For example: See page so and so for a great idea on whatever subject. After awhile, this technique becomes an incredibly valuable reference. I write the title and author and the date read, and then write notes about the author's main ideas, as well as whatever strikes me as especially interesting. For each note I write down a page number, in case I later want to return to the book for more detailed reference.

As I've said, this technique works for me the majority of the time and has helped me to get a working knowledge of thousands of books. Sometimes, of course, it just doesn't work. I so much like Peter Senge's introduction to Jaworski's Synchronicity, for example, that I carry it around with me and read it over and over. Ken Wilber's A Theory of Everything is so challenging that I read small sections and just try to comprehend what he's saying. I'm so interested in Spiral Dynamics that I've read it several times and memorized parts. Still, I'd say that I read five books a week in this condensed format and acquire a solid working knowledge of the author's work.

## 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)

"You said Book Are Fun could sell my book to schools and other places. They are no longer in business. What gives? Arlene Edwards

Hi Arlene: Books Are Fun is now Collective Goods (<http://www.collectivegoods.com>). They offer products that "complement a teacher's life outside of school as well as books and supplies to improve classroom productivity." For businesses, "We pride ourselves on offering a variety of products you can't find anywhere else at discounts well below retail pricing. Your employees will enjoy this convenient solution at work while everyone comes together to support your organization's chosen cause with their purchases." Phone: 855.206.1542 and email: [help@collectivegoods.com](mailto:help@collectivegoods.com)

### *You're On The Air*

(Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*)

To the extent necessary, your hosts will try to make you feel at home. They recognize that you are apprehensive about appearing on th, and they will do what they can to help you relax. Do not worry about the mechanics of the equipment. Your hosts will show you how to place the microphone and how to sit. If you have any questions, ask them before the show begins. You already have to worry about what your central message is and the like. Don't worry about problems that don't concern 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](mailto:guy@msgpromo.com))

A National Health Insurance Company was interested in promoting a healthier lifestyle among new clients. To accomplish this goal, an ongoing educational program was implemented. During the first 3 months after signing a new member, a mailing was done on behalf of the company. The first month, a book on walking was introduced with a booklet promoting the benefits of walking. This booklet also gave suggestions on how to incorporate walking into even the busiest schedules.

Month 2, a cookbook was provided showing busy people how to prepare healthy meals quickly and how to eat when time is limited. In Month 3, a journal was sent to each participant along with a pedometer. The result was several thousand books being sent each of the first 2 months. The real results are coming in the future... a healthier clientele' with fewer payouts by the Insurance company.

### Marketing Strategy

The book-publishing marketplace is like an iceberg. There are visible opportunities (bookstores) that make it easier to chart your course. But there are many opportunities that remain unseen – those among non-bookstore retailers, and non-retail buyers in corporations, associations, schools and the military. It can be hazardous to ignore what is there, but hidden.

### 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>)

**Selling sponsorships.** For a book on wealth preservation, one self-publisher charged contributors to write the book for him. He brought in fifty-four contributors at a price of \$2,000 each. In return for his \$2,000 and answering questions for the book, each contributor received copies of the book with his name on the front cover as one of the co-authors. In addition, his photograph and biography were featured on the back cover. The contributors were willing to pay so much because they wanted the exposure before so many potential customers for their service.

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

You have incredibly valuable information sitting on your computer hard drive right now – information of your own and information from other people – much of which you forgot you even had, no matter how good a human memory is in that head of yours. In case you worry about repeating content you already delivered to your subscriber or your buyers, consider this:

1. Your fans' (subscribers', clients', followers') lives are different than when first seeing or hearing your tips. Something that was useful in one way or not at all meaningful at the time can be highly important and relevant to current life circumstances. A "that's nice" or "that's interesting" could be a life saver or life changing now, or the tips apply to a different part of life that now matters more to you.
2. The delivery method(s) you used had a different impact than others you can use now. Reading tips in your booklet or in an article planted a seed, yet listening to an audio recording that expanded the tips or watching a webinar with animation helped your content sink in more, and had people wanting more of your expertise from you.
3. People rarely learn the first time they are exposed to ideas that are new to them. That first exposure to your ideas can whet people's appetite and get their attention that there is something interesting and valuable in what you are presenting. They will come back for more.

**ACTION** – Before creating a new product, program, or article, look at someone else's content you kept on your computer to see how or if it's valuable to you now, at this moment in your life. Did you keep something about caregiving when everyone in your circle was healthy, and now you find that same information immediately useful? That's a shining example of how life changes for you and those around you. The same is true with the information you circulate whether at no cost or for a fee.

## The Very Idea

(Editorial by Brian Jud)



Your marketing plan is similar to a flight plan that commercial pilots prepare before taking off. It is a description of your destination and instructions on how to get there. At the same time, it describes what to do when circumstances change while you are “in flight.”

When taking off, pilots use full throttle to get the plane off the ground. Then, as they reach cruising altitude then can ease off. Similarly, when launching your book it takes more action and energy to distribute and promote it.

Pilots listen to feedback from air-traffic controllers and make necessary adjustments as they move toward their goal (which is out of sight for 99.9% of their journey). Your regular evaluation gives you the feedback to make changes that are required mid-year so you reach your annual goals.



## 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 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))

**The Write Life**  
<http://thewritelife.com>

This site is one-stop shopping for the writer, with free articles, markets and news – and you can write for them, too.



Buy Lines -- Free Information to Help You Sell More Books

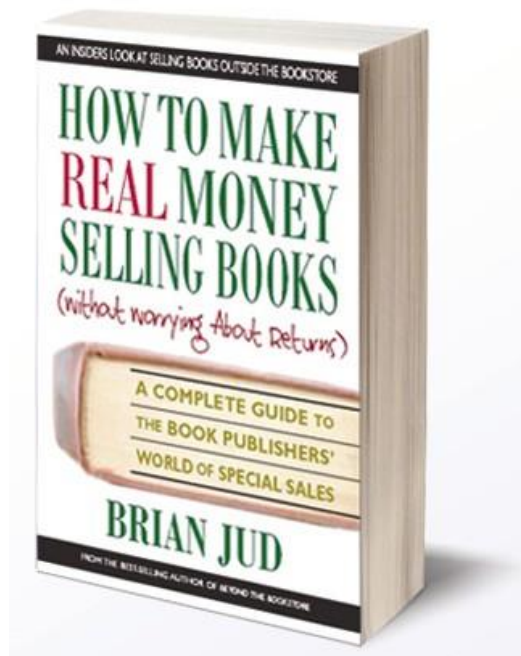
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**Do you need a jump-start to get your sales moving?**

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

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

Sell more books  
Beat your competition  
Become more profitable  
Sell in untapped, lucrative markets  
Minimize -- if not eliminate -- returns

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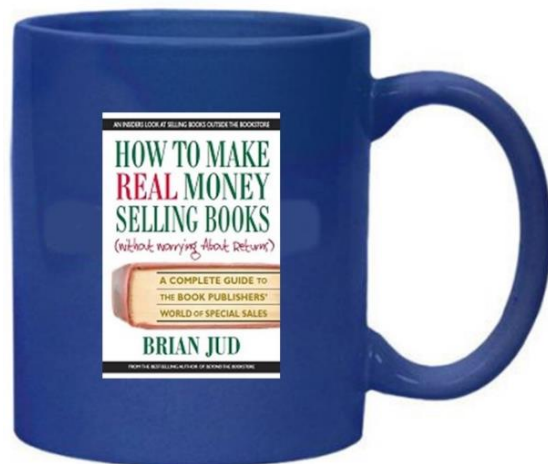


## Increase Your Profits with Sales Promotional Items

Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at [www.bookapss.org/PromoItems.pdf](http://www.bookapss.org/PromoItems.pdf) Find out how you can use promotional items to:

- Lure new customers
- 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](mailto:guy@msgpromo.com) or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items



**Check out the [Writers and Publishers Bookstore](http://www.writersandpublishersbookstore.com) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)**

### Contact Information for Brian Jud

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

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I won't share or sell your email address.

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)