

Here is your July 2, 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 14 Number 410 July 2, 2018

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Top inquiries from the salespeople  
for the week ending 6/29/18

<u>Title</u>	<u>Quantity</u>
<i>HERO and HALLE New Friends</i>	1200
<i>Deliberate Leadership</i>	2400
<i>Magnify</i>	3950
<i>Conversational Italian for Travelers</i>	650

## News From APSS

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



Book Selling University is now open!  
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- View each class up to five times

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Discover more at [www.BookSellingUniversity.com](http://www.BookSellingUniversity.com)

To Your Success,  
Brian Jud  
Executive Director, APSS

## APSS Monthly Top Ten List Top Ten Ways to Make Your Creative Sessions More Productive

Every month *Fortune* magazine interviews a successful entrepreneur. Each is asked for his or her top pieces of advice for budding entrepreneurs in a wide variety of industries. APSS published ten of these tips recently. Here **Ten More Tips from Successful Entrepreneurs** gleaned from several issues of the “Venture” column in *Fortune* magazine:

Wolfgang Puck

1. **Talk to your customers.** I feel that when people come into my restaurant they’re coming into my house.
2. **Stick to what you know best.** I owned 10% of Eureka Brewery & Restaurant. We had so many problems bottling the beer I had to leave.
3. **Look for new ideas.** There has to be evolution constantly. If we stand still and don’t pay attention to what’s happening today and tomorrow, we’ll be in the graveyard.

Marie Gray, Co-Founder, St. John Knits

4. **Never disappoint the customer.** “A customer spilled wine on a white outfit, she said, “Could you please save my St. John.” And I offered to re-dye it black.
5. **Make sure your quality is the best.** “A customer might not see an imperfection, but I would see it and remake the dress. It’s costly, but I would feel like I cheated her if I didn’t give her a perfect garment.”
6. **Treat your employees with dignity and respect.**

Robin Chase, Co-founder, Zipcar

7. **Leverage other people’s excess capacity.** “I made a partnership with MIT in which they sent an email to their 35,000 staff and students about joining Zipcar.”
8. **Know your weaknesses and hire to fill them.** “I knew nothing about cars so I hired my VP of Operations who had managed Hertz’s North American fleet.”

9. **Be proactive, even if it hurts.** “I had to raise the price on Zipcars twice. People said it would hurt the brand, but if I hadn’t we’d have gone under.”
10. **Stand out from the crowd.** “To emphasize that Zipcar was different from car rental companies we didn’t use any vehicle that they offered. Our Beta car was a green Volkswagen Beetle.”

## Hints for Conducting Telephone Interviews for Radio Shows

### By Brian Jud

Performances on radio talk or news shows are the workhorses of book-promotion activities. With radio as part of your communication plan, you can reach hundreds, thousands or millions of people at little or no cost. You can even sell some books, if you do it right.

Most radio shows are conducted over the telephone, from any place in which there is a good connection, no background noise and where you can talk uninterrupted for the length of the show. Telephone interviews provide inexpensive exposure because the producer will usually call you. Here are several guidelines to make telephone interviews more effective:

- \* As you agree upon the time and date with the producer, confirm your time zone. The producer may say he or she will call you at 3:00, but is that 3:00 p.m. in your time zone?
- \* Do not use cell telephones and do not ask the station to call you on a line with call waiting. Similarly, this is not the time to impress your friends by having them listen to you on an extension or speaker phone.
- \* Have a specific area set aside for telephone interviews, one in which you can keep your notes, books and pad handy. Unplug nearby phones if they are on a different line.
- \* Nobody will say, “You’re on the air,” so always assume the microphone is hot (live).
- \* Your host may want to give the audience the impression that you are in the studio. He or she may say, “Here with us today is Brian Jud, author of the media-training video program *You’re on The Air*.” Take the hint and do not make comments such as, “How’s the weather out there?”
- \* While you are on hold, either before you begin the interview or during a break, you will hear the station’s regular programming. Listen for key points to which you can refer later. On long shows, the host may talk to you during the break to plan what you will discuss during the next segment.
- \* Give your ears a rest. Alternate the telephone from one ear to the other during lengthy segments. If you have a speakerphone, engage it during the breaks only.
- \* Before a long show starts, ask when breaks will occur and how long each will be. Listen for the show’s theme music, which will usually start at low volume and increase as it leads to the break. Close your answer as the music begins.
- \* Keep water nearby and drink it generously, but only during breaks so the sound of your swallowing is not heard on the air (and if the water goes down the wrong pipe, your coughing will not interfere with your interview).
- \* Keep your list of questions and answers in front of you. Refer to it regularly and make notes as you speak.

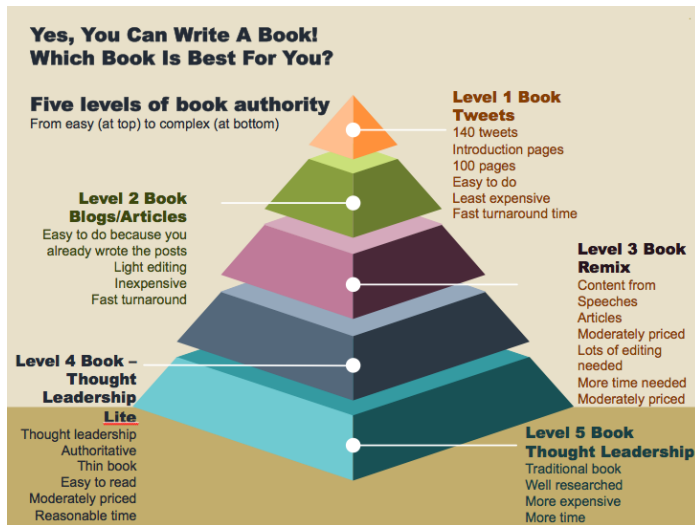
- \* After two or three shows in one day, you may begin to wonder if you are repeating yourself. Make notes as you speak to remind yourself of what you said earlier.
- \* Write the host's name phonetically at the top of your note pad and use it during the show. Do the same with people who call in to ask you a question during the show.
- \* Sit in a comfortable, quiet chair. If you gesture frequently, try standing as you speak. Keep your head high to open your breathing passages; relax your jaw muscles and you will speak more clearly.
- \* Do not schedule telephone interviews too closely together. Invariably, one will be delayed due to an unpredictable event, perhaps impinging on the time allocated to another show.
- \* Rarely will you get bumped (canceled on short notice), but it can happen. If so, be polite and reschedule your show for another time.
- \* At the end of the show, you will get the chance to tell the listeners where they can find your book. If your toll-free number spells out a word, give both the pronunciation and the numbers.

If you are thorough in your preparation, you will alert your host to your potential as an interesting guest. You both will be relaxed, and the interview will be conducted between two professionals, both trying to create an interesting, informative and entertaining show to meet their respective objectives. When this occurs, you will be asked back to repeat your performance.

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Brian Jud is the Executive Director of the Association of Publishers for Special Sales (APSS – [www.bookapss.org](http://www.bookapss.org)), and the creator of Book Selling University ([www.booksellinguniversity.com](http://www.booksellinguniversity.com)) He was the host of the TV show *The Book Authority* for 13 years, a guest on over 1200 shows, and a media trainer. Contact Brian at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

**Excerpt from:**  
**Write Your Book in A Flash**  
**The Paint-By-Numbers System to Write the Book of Your Dreams—Fast!**  
**By Dan Janal**



**Figure: The Five Levels of Thought Leadership Books. (Images Provided by PresenterMedia.com)**

Writing a book is easier than you think, especially if you tweet, blog, or speak. You might have enough content on your computer to write your book and not realize it. In (this and the next for issues of *Book Marketing Matters*), you'll see five different book formats. You can decide which format is best for you. Then we'll look at major book genres so you can model other successful books.

Yes, you can write a book!

The chart above shows five book formats, arranged from easiest to most difficult to produce. They also are arranged from credible to most credible. The key point is they are all credible! You can give any book to any prospect, and they'll think you are wonderful.

Use this guide to find the book style that will help you most:

- Tweets or Tips
- Blog Posts
- Remix or Curated Content
- Big Business Card
- Thought Leadership

Which book is the right one for you? It depends on your purpose. There's a style and a format that is right for everyone. Let's look at each book type, so you can decide which one meets your needs.

### **Level 1 Book: Tweets or Tips**

If you have 140 tweets or tips, you can compile a thin book that shows your brilliance. This is the easiest book to produce because you've already written the material. It needs only to be edited. You will need to write overviews to introduce each group of thoughts. You can also include sales pages, so people can learn about your services and contact you for more information.

If you don't have 120 tweets or tips handy, you can create them easily if you review your speeches, podcasts, or interview transcripts. Or you can find a good interviewer who can ask you questions. Your answers will create the 120 tweets. Think AHA specializes in producing this book format. Putting this book together could take as little as eight hours, according to company president Mitchell Levy. If you have powerful and insightful words and thoughts, this book can position you as a thought leader or as a trusted business partner—even though the book uses only a few words. Remember, readers today like short books and want to skim. If this sounds like your ideal reader, use this format.

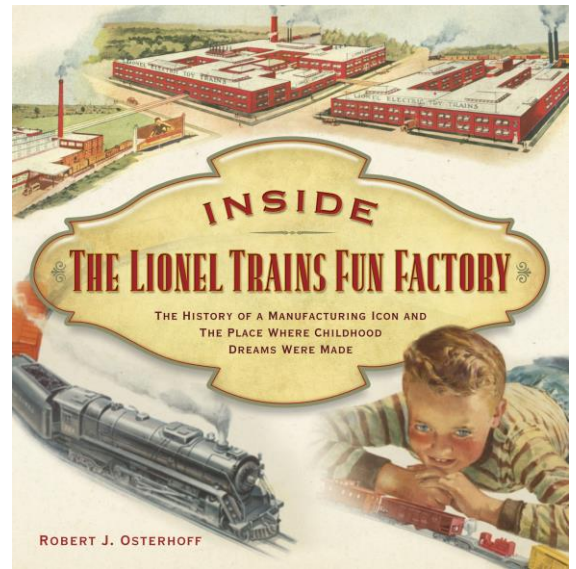
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Dan Janal, author of *Write Your Book in a Flash* helps leaders write better books as a book coach, developmental editor and ghostwriter. Get a free chapter from his book at [www.WriteYourBookInAFlash.com](http://www.WriteYourBookInAFlash.com) and contact Dan at [dan@prleads.com](mailto:dan@prleads.com)

## 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](http://www.knockoutbooks.com))

*Inside the Lionel Trains Fun Factory* - This book is targeted at model train enthusiasts and collectors. Unlike many books in this genre, which are about various collectables, this book goes into the history, advertising and lore of Lionel Trains. Historical images from Lionel advertising were used along with old parchment paper to denote the era visually. The center cartouche encapsulates the title, which has been designed with turn of the century advertising fonts. The same look and font were used in the full color interior of the book.



## 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))

These are the thoughts of Dr. Roger Hall: Leadership development is personal development for people in leadership positions. I believe Yogi Berra when he said, "Ninety percent of baseball is mental. The other half is physical." Anyone who is successful at anything is mostly successful because of his mental discipline. Let's look at a car mechanic. I was talking to a mechanic who was working on my car a few months ago. I asked, "How did you figure that out?" He responded, "It's just thinking it through." It's all about his thinking. It's not that he knows how to turn bolts better than me, though he does, it's that he knows how to think better about cars than me. He has become a disciplined thinker about cars. If you are a golfer (and I'm not), you'll know that most of golf is a mental game. How do you discipline your thinking? How do you discipline yourself so that you can be successful? Business owners, any leader, anyone who is in charge of other people, anyone who wants to be successful, all of their success is first and foremost about mental discipline. Almost everything is predicated on how well you train yourself to think.

## 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)

**“Can winning an award help me sell more books in special markets?” Clarence Goff**

Winning an award can separate you from the pack of competitive titles quickly, since it is a statement by an objective third party that your book is worthy of recognition. And since many awards are based on the content of your book — rather than its design — it becomes a valuable sales tool in special markets.

You probably will not experience significant sales based on the award alone, but there are other benefits. Perhaps most importantly it could enhance your credibility among prospective buyers. Also, your status as an award-winning author may increase your chances of getting on the air or in print. And the award may give you more leverage among agents, publishers and distributors that turned you down in the past.

It is not necessary to compete for the major awards such as the Pulitzer Prize to experience these benefits. There are niche awards that can enhance your credibility and sales among your potential buyers and you should be able to find one in your category. Here is a sampling of the diversity in award competitions:

- The National Jewish Book Awards are designed to give recognition to outstanding books, to stimulate writers to further literary creativity and to encourage the reading of worthwhile titles (<https://www.jewishbookcouncil.org/awards/> )
- The National Outdoor Book Awards (NOBA) is the outdoor world's largest and most prestigious book award program (<http://www.noba-web.org/policy.htm>)
- The Mom's Choice Awards® is an annual awards competition that recognizes authors, inventors, companies, parents and others for their efforts in creating quality family-friendly media products and services ([www.momschoiceawards.com](http://www.momschoiceawards.com))
- The Eric Hoffer Book Award recognizes excellence in art, general fiction, commercial fiction, children, young adult, culture, business, reference, home, health/self-help/religion and legacy ([www.HofferAward.com](http://www.HofferAward.com))
- "Best Book" Awards, sponsored by American Book Fest were established to recognize meritorious works by writers who self-published or had their books published by a small press or independent book publisher. (<http://www.usabooknews.com/>)
- The 800-CEO-READ Business Book Awards recognize the best business books of each year (<http://800ceoread.com/bookawards/>)
- The National Indie Excellence Book Awards competition presents an opportunity for all independent, small press and self-publishers seeking more recognition within the publishing industry ( <http://www.indieexcellence.com/> )

Winners of award competitions gain added prestige in their genre, sometimes leading to greater sales. Enter as many as are appropriate, especially in all your niche markets. Here are some tips for making the most of your awards:

- Point out the awards in all your literature, including your email signature, business cards and letterhead. Include the logo of the award on your website.
- Announce winning the award in a press release and send it to prospective buyers. If you do not win, mention that you were nominated or a finalist.
- Design a separate sheet describing your awards in your press kits. Create a similar pdf file that you can email.
- Make a poster that you can use at your store events and personal presentations to promote your awards
- Many niche awards will not be well known among the general public, so concentrate your award-related publicity efforts to prospective buyers and customers in your target segments.
- You may have to purchase award stickers. If so, buy and place them on all your book covers.
- Create and send postcards showing the cover of your book prominently displaying the award sticker.
- If you publish a sequel or second edition state that this is part of the “award-winning series.”

## *You're on The Air*

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment)

Talk-show producers book guests who have information of interest to their viewers. Their objective is to create a memorable, provocative show that will increase ratings.

## **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 local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long-term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount.

## **Marketing Strategy**

Do you think you have no competition? Every author has competition, regardless of your content. In retail sales you have competition for shelf space, print-media placement, broadcast airtime, readers' wallets, reviewers' time, etc. In non-retail sales you are competing against limited budgets, coffee mugs and other sales-promotional products. Know the value of your competition to your prospective buyers, and how you stand in comparison.

## **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>)

Options for movie rights allow producers to gain exclusive rights to a book while they arrange for financing of the movie, assemble the necessary talent and explore the feasibility of making a movie based on the book. The term of most options varies from ninety days to one year. Option payments are nonrefundable. That means that the author and/or publisher keep the money even if the option is not exercised. If the option is exercised, the option payment is applied to the purchase price of the movie, which is usually stated in the option contract.

## **Don't Quit**

**By John Greenleaf Whittier**

When things go wrong, as they sometimes will,  
When the road you're trudging seems all uphill,  
When the funds are low and the debts are high,  
And you want to smile, but you have to sigh,

When care is pressing you down a bit-  
Rest if you must, but don't you quit.  
Life is queer with its twists and turns,  
As every one of us sometimes learns.

And many a fellow turns about  
When he might have won had he stuck it out.  
Don't give up though the pace seems slow -  
You may succeed with another blow.

Often the goal is nearer than



It seems to a faint and faltering man;  
Often the struggler has given up  
When he might have captured the victor's cup;

And he learned too late when the night came down,  
How close he was to the golden crown.  
Success is failure turned inside out -  
The silver tint in the clouds of doubt,

And you never can tell how close you are,  
It might be near when it seems afar;  
So, stick to the fight when you're hardest hit -  
It's when things seem worst that you must not quit.

**Editor's Note: I thought this applies to book marketing, too. It could take a year or more to close a sale, and you may never know in advance how close you are to getting the order until it happens**

## The Very Idea (Editorial by Brian Jud)

Eliminate boomerang books. Returns don't come from consumers. They come from people in your value chain (retailers, distributors, wholesalers). Why do they return books? Because they aren't sold. Why aren't they sold? Because people are unaware that your book is available, how it will benefit them, or don't know why they should spend their money on it instead of something else. Retail sales require "pull" strategy" in which you tell people how your content will benefit them, and get them to go to the stores (bricks and clicks) to buy your book.



## 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))

Planning is only one step in a four-part process. See my four-part series of articles on this process Step One Marketing Strategy Rules; Step Two Marketing Choreography (Planning); Step Three The Hidden Power of Marketing; and Step 4 The Measure of Marketing. Find these among many other free articles at <http://tinyurl.com/85o9f3k>

## Helpful Website of the Week – Adele M. Annesi

(Adele is freelance book editor, and a co-author of *Now What? The Creative Writer's Guide to Success After the MFA*. She may be reached at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net))

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<http://www.wordtango.com>

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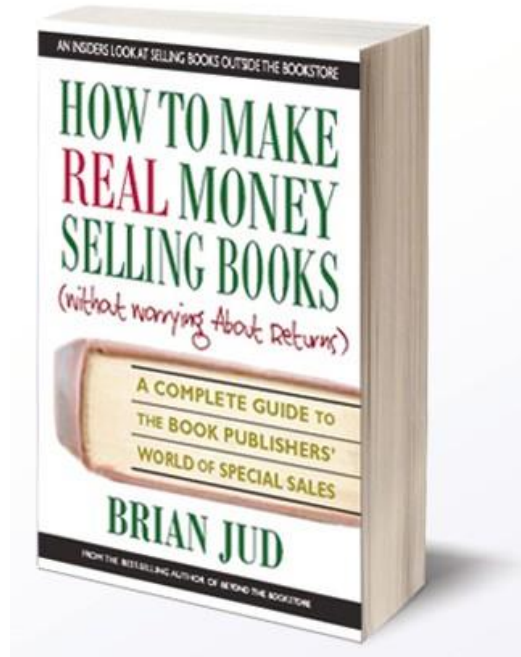
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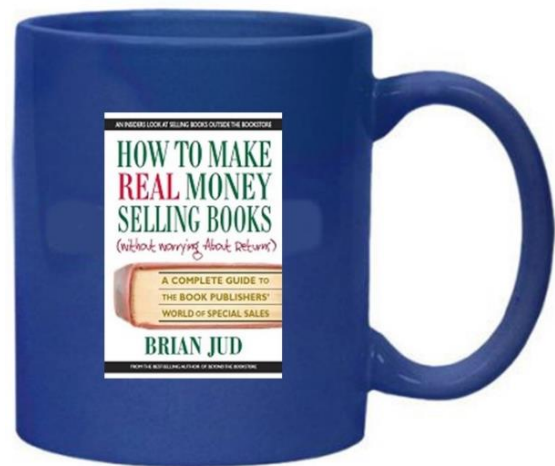


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Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at [www.bookapss.org/PromoItems.pdf](http://www.bookapss.org/PromoItems.pdf)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

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- 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



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

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

To subscribe to *Book Marketing Matters* click here: <mailto:[brianjud@comcast.net?subject=subscribe](mailto:brianjud@comcast.net?subject=subscribe)>  
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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at [www.bookmarketing.com](http://www.bookmarketing.com)

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

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

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

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