

Here is your July 16, 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 15 Number 411 July 16, 2018

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for the week ending 7/13/18**

<u>Title</u>	<u>Quantity</u>
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<i>Copyright Clearance for Creatives</i>	300
<i>Desserts from My Kitchen</i>	3900
<i>Real Men Wear Beige</i>	2000

## News From APSS

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



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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

Are you looking to sell your foreign rights? Here are Ten Language Tips from *The Book of Useless Information*, by Noel Botham

1. There are about five thousand different languages spoken on Earth.
2. Chevrolet tried marketing the Chevy Nova in Spanish-speaking countries. It didn't sell well because "no va" means "doesn't go" in Spanish
3. In Italy, a campaign for Schweppes Tonic Water translated the name into Schweppes Toilet Water
4. In Russian, the phrase "Out of sight, out of mind" was translated as "The invisible idiot."
5. Rio de Janeiro translates to River of January
6. The Kentucky Fried Chicken slogan, "Finger-lickin' good" came out as "Eat your fingers off" in Chinese
7. The Eskimo language has more than twenty words to describe different kinds of snow
8. More than 26 dialects of Quichua are spoken in Ecuador
9. The stress in Hungarian words always falls on the first syllable
10. In Papua New Guinea, there are villages within five miles of each other that speak different languages

## Nine Kinds of Sales Opportunities By Brian Jud

A key challenge to growing your publishing firm is to find new paths to greater revenue by building upon your core strengths without making a radical shift in the way you currently do business.

There are ways in which you can build a steady flow of revenue and profits to help your business reach significant long-term value – as you expand your comfort zone. Here are nine strategies for increasing your sales, revenue and profits using existing (or sometimes new) content in current markets, growth markets and new, "Frontier" markets.

**Marketing strategies for mature markets.** These strategies provide opportunities to hit short-term sales targets.

- 1) **Targeted marketing.** Different groups of people can profit in unique ways from using your content. Communicate directly with buyers to remind or inform them of how well the information in your book can benefit them in some way.
- 2) **Product redesign.** You may need to enhance your product to meet additional needs and boost the overall value proposition. That might entail changing the delivery of your information to an ebook, booklet or a seminar.
- 3) **New product development.** If sales of your current product line languish, you may need to replace exiting titles or extend your product line. Line extensions can be made into one category (*Chicken Soup for the Soul* books), or into several categories such as Weight-Watchers services, books, magazines and foods.

**Marketing strategies for growth markets.** Some market segments offer long-term opportunities to increase category revenue and capture market share. These strategies require moderate buyer education and value-chain modifications.

- 4) **Distribution extension.** Instead of distributing your books only to bookstores, expand your distribution to other retail outlets such as airport stores, supermarkets and specialty retailers. Your existing trade distributor may already have access to these outlets, so your objective becomes harnessing existing non-traditional channels that can quickly and easily reach more consumers where they shop.
- 5) **New channel creation.** If you do not have trade distribution or if your distributor does not reach non-traditional markets, your objective becomes building parallel distribution and sales channels to penetrate new segments. This might entail partnering with a library wholesaler, finding sales representatives calling on gift shops or selling through book clubs, catalogs, display-marketing companies or home-shopping networks.
- 6) **New business-model development.** Some publishers sell exclusively through bookstores (bricks and clicks). Distribution discounts, returns and mass-market promotion can reduce profits significantly. In addition, seek sales to non-retail buyers such as those in corporations, associations and government agencies. Since there is no existing distribution to these segments your business model must be adapted to sell directly to these buyers.

**Marketing strategies for frontier markets** provide long-term opportunities to drive revenue growth in new segments. Consumer education may be necessary, plus you may need new distribution partners.

- 7) **Overcome competition.** It may be difficult to go head-to-head with a market leader in a new niche based on content or price. Employ a “flanker” strategy by creating a unique value proposition, or through brand or author extensions.
- 8) **Market expansion.** You may be adequately serving a segment now, but there could be ways to mine additional sales in the same segment. If you are selling to college bookstores, you could penetrate that niche further with sales to instructors, students, alumni associations or personal presentations. Similarly, if you are selling to public libraries you may be able to increase your revenue with sales to children’s, hospital, prison or school libraries.
- 9) **New market creation.** Focus on your content and how others might benefit from using it. If your content is about helping people find employment, you could reach buyers through state departments of labor,

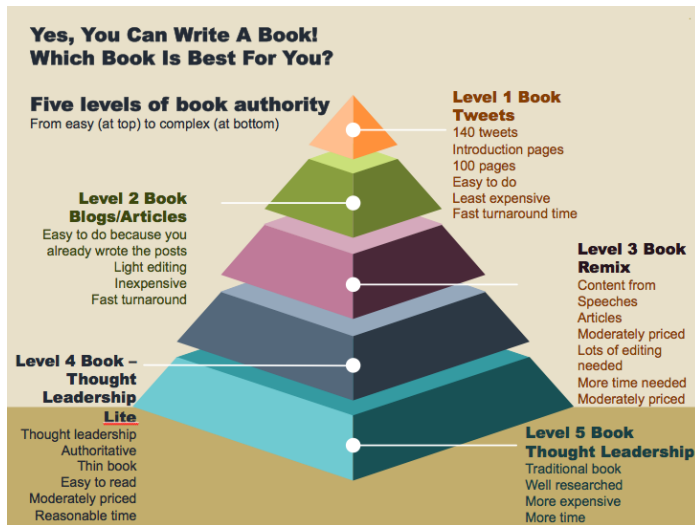
college career-placement offices, high-school counselors, recruiters, parents' groups or even internationally.

These examples are intended to stimulate your creative thinking. They are not mutually exclusive so you may adopt several opportunities simultaneously. Take a portfolio approach to your business, implementing each concept as it fits your skills, mission, manageability and potential for return. The chart below depicts how these strategies can work together to create greater long-term value for your publishing company.

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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 was described in the July 2 *Book Marketing Matters* newsletter. See it and all previous issues at <http://tinyurl.com/3urj5fg>)

### **Level 2 Book: Blog Posts**

Thoughtful blogs transformed into a book will position you as a thought leader. People who like page-turning fiction and other short-form writing like this writing style.

A book composed of blog posts is almost as easy to produce as a tweets or tips book because once again, you have already created the content. It's longer, but it could be finished in just a few days.

You will need to create text and edit material for style and to fit on pages. You might decide to divide a long post into shorter ones, so they are easier to read. For example, instead of creating one long chapter on —Ten Ways to Write a Book, (you might create two chapters—one called —Five Ways to Write a Book and another called —Five More Ways to Write a Book.)

One of my clients, Lisa M. Anderson, created a book from her blog posts, *I've Been Thinking: Turning Everyday Interactions into Profitable Opportunities*. She told me it was a relatively easy process. She rewrote some posts to provide even more information. Her posts varied in length. She wanted them all to be nearly the same size for the book, so she added information to some and trimmed others. Then she hired a copy editor to polish her work.

Another client who used blogs for her book, Kris Putnam-Walkerly, won several awards for her book, *Confident Giving: Sage Advice for Funders*. The awards prove that blog-based books can carry credibility and accolades for authors.

Although Richard Carlson did not write blogs when he created the best-selling book *Don't Sweat the Small Stuff*, it might be the perfect book for you to model. Each chapter is blog size, about 600 words.

If you are a prolific blogger, you may have enough content to create multiple books. Rather than publish all your content directly from your blog, you might want to talk to an editor or book coach to determine which topics your readers or prospects want to read in book format. An outside perspective might help you get focused and provide more value.

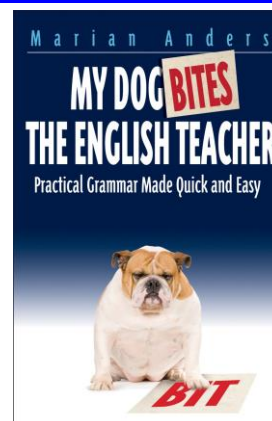
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Dan Janal, author of *Write Your Book in a Flash* helps leaders write better books as a book coach, developmental editor and ghostwriter. Get a free chapter from his book at [www.WriteYourBookInAFlash.com](http://www.WriteYourBookInAFlash.com) and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

## The Cover Story – Michelle DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com> )

Few titles present such a clear visual direction for a book designer as *My Dog Bites the English Teacher* by Marian Anders. Marian wanted to feature both forms of the verb “bite” on the cover. By giving both words the same graphic treatment (similarly colored text and background in the form of a sign) and tying “bit” to the dog, we were able to play on the humor in the title, and create a single visual element with quick reader impact.



## 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))

Solitude: I'm a huge believer in experiencing solitude - a minimum of once a year - the primary purpose is absolutely no human contact - reflect, read, pray, journal, exercise, meditate & fast for three days. Nothing I ever experienced comes close to the personal impact. In addition to the above, it's quite inexpensive. Make it a priority.

## 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)

“I took your course on defining your target market in Book Selling University, and you talked about seasonal segmentation. Could you explain that?” Anne Somalsky

Marketing titles during specific celebratory periods could influence sales positively. For example, September is *Read-A-New Book Month* and June is *National Fresh Fruit & Vegetable Month*. Here is a specific mini case

history:

*Sugar Shock!* (Berkley Books) by Connie Bennett, M.S.J., C.H.H.C. describes how eating many sweets and refined carbohydrates (“quickie carbs”) could adversely affect people’s physical and emotional wellbeing. This might sell well to parents around Halloween, in dentists’ offices all through February (National Children's Dental Health Month), in fitness centers throughout May (National Physical Fitness & Sports Month) or in November during National Diabetes Month. For examples of many different seasonal marketing periods visit [www.holidayinsights.com](http://www.holidayinsights.com)

**Editor’s note: You can see many courses in Book Selling University to help you sell more books. See them at <https://bit.ly/2IAQn55> View each course up to 5 times**

### *You're on The Air*

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

What helps sometimes is to look down and look up. People don't stare into the eyes of another.

### **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))

Understanding your competition and knowing how it changes by market segment is important to establishing a leadership position in your niche. It begins with simple research. How does their content and pricing compare to yours, and why? Once you understand how your title fits into this array of existing alternatives your points of difference should be obvious. If not, you may have a “me-too” book and your strategy might rely on positioning to create a difference in the minds of your prospects. But if you have a simple idea that separates you from your competition -- and you have the credentials to make this concept real and believable -- you can create a marketing program to build a profitable business.

### **Marketing Strategy**

Yo-Yo-Ma on Creativity: Yo-Yo-Ma was by age 30 regarded as one of the world’s finest classical cellists. He has since branched out, and in an interview in the *Harvard Business Review* he was asked, “What’s the key to fruitful collaboration?” He answered “Two words: ego management. It’s easy to get locked into ‘in my world’ or ‘this is the way I see it,’ so you have to move your brain to a more sponge-like state as opposed to a judging one... Once we’ve done that our minds are more open. Now we know two solutions, and often we’ll find a third.”

### **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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

# **11 Tips for Getting Booked on National TV**

**By Arielle Ford**



For authors, being on television is one of those rare milestones that can boost your value, strengthen your reputation, and increase your book sales in a matter of minutes.

The challenge, of course, is learning how to get the attention of a national television show's staff, which is inundated with new stories at all hours of day and night.

To help you craft more successful pitches, I recently interviewed David Perozzi, the producer of Anderson Cooper's new daytime show.

David, who very well may be the most generous guy in television, shared a long list of suggestions for getting your national television pitches noticed. Here they are:

**Serve, support and assist.** When you're pitching to a national television show, your job is to add value, not to sell your book or be the star. Throughout the process, you need to be prepared to help in any (and every) way you can.

Being the most helpful guest the show staff ever worked with, while also delivering a stellar on air performance, can take you a very long way.

(Most bestselling authors I know refine this skill with professional media training, which teaches you how to balance self-promotion with delivering valuable content to viewers.)

**Research is king.** Before you write the first word of your pitch, you "need to know the audience, the people watching the show you're pitching." If you're pitching a morning show, for instance, your story should appeal to stay-at-home moms and seniors, who are most likely to be home during the day.

**Short is good. Punchy is better.** Given people's packed schedules and abbreviated attention spans, the length of your pitch definitely matters. "Shorter is better, punchy is best, and sexy is always good. Try to hook them in 9 or 10 sentences," David recommends.

**Be the squeaky wheel.** The goal of your pitch is to get attention. Once you've done that, you'll need to follow up, often multiple times, by email and phone. Pitching major media, David adds, requires that you "aggressively pursue" each opportunity.

**Work the system.** Your initial point of contact at a television show is typically the booking department. Approach them first, David advises, but remember also to pitch the show's producer(s). The more points of contact you have, the better your chances of getting on air.

**Never discount the "little gal."** The more senior the person you're pitching to, the less time they have to look at your pitch. Assistants and associates, whether in the booking or production department, can be valuable allies — *if* you approach them in an interesting, respectful way.

**Be exclusive.** The shows you're pitching want to offer their viewers fresh stories, so listing all the other shows you've been on can be "a real turn off," David says, because it makes you look "overexposed." Share your media resume if and when you're asked for it.

In that same spirit, it's best to pitch different story angles to different media, so you avoid "boilerplate" pitches that risk getting the attention of more than one show. Also, the more generic your pitch, the less likely it is to appeal to any particular show.

**Sidestep the multimedia trap.** Adding video to your pitch isn't always your best bet, David adds. Only include video in your pitch if it's "stunning" or "jaw dropping." If your video is even vaguely lackluster, it may weaken, or even kill, your pitch.

**Face the facts.** In visual media, visual matters. In daytime television particularly, David confesses, whether right or wrong, your looks are important. "People have to really be presentable and articulate and front the project in a compelling and attractive way." If you don't include photos in your pitch, expect that producers will Google your name to see what you look like. For evening and news shows, your appearance may be slightly less important than it is for daytime television.

As an author and former book publicist, I always recommend that authors work with a professional stylist, stay healthy, and remain as active as possible. While we can't all look like Heidi Klum, we can always put our best foot (face, hair and wardrobe) forward.

**Keep rejection in perspective.** A "no" can mean "not right now" or "not for this show." It's not uncommon for a producer to forward a good pitch to the producer of another show that may better fit that particular story.

**We're all (just) human.** Keep in mind, David adds, the media contacts you're pitching to "are people just like you and me. They're doing their job. They *want* to be able to present good stories to their executives. They *want* this to work. They *want* to have meetings about your book. It's just a matter of how it's pitched and if the content you've written is the right content for their particular outlet."

**And last but not least...** "It's important not to take this stuff so seriously," David concludes. The pitching process can be alternately fast and furious, and long and laborious. Whatever happens, try to "have a good time with it."

It is, after all, just television, which means the opportunities, while rarely timeless, are always abundant.

*Arielle Ford has launched the careers of many NY Times bestselling authors including Deepak Chopra, Jack Canfield, Mark Victor Hansen, Neale Donald Walsch & Debbie Ford. She is a former book publicist, literary agent and the author of seven books.*

**The Very Idea**  
(Editorial by Brian Jud)

When some authors come to me for book-marketing help, they often begin by telling me, "There is no other book like mine." In many cases I ask them how it is different from Title A or Title B, and they are not aware the competitive titles exist.

Search Amazon.com or the other online stores using your topic as the search argument. Google your topic to see what else is out there. If no other titles exist, perhaps there is no demand for your content. If you wrote *The History of the Ballpoint Pen Sharpener*, you would probably not find any existing titles since there is not much demand for your content.

Be able to answer this question posed by potential TV and radio producers, print editors, reviewers, distributors, buyers at bookstores and for buyers in corporations: "How is your information different from and better than other, similar titles?"



**The caption reads:** *Just because you are unique doesn't mean you are useful*

## 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 for 2018 is a process, not an event. 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 an award-winning freelance development editor specializing in fiction and nonfiction, 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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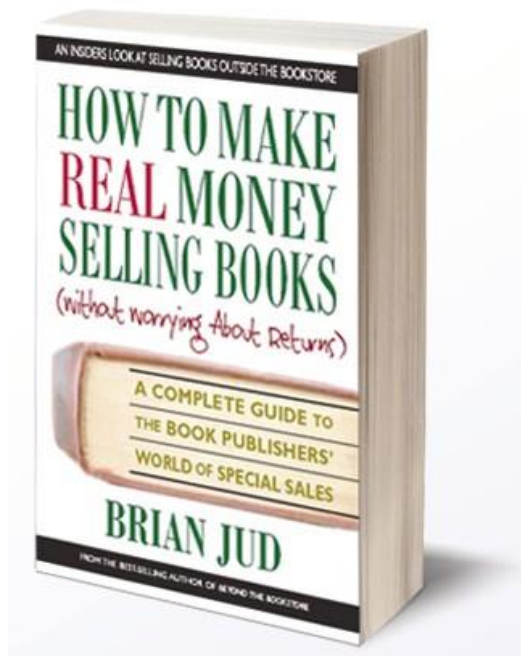
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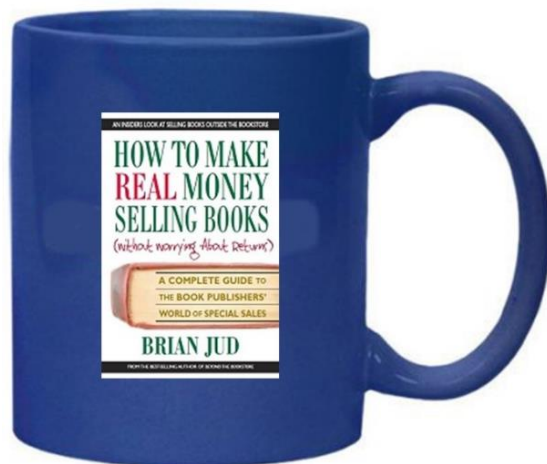


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### Contact Information for Brian Jud

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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)