

Here is your July 30, 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 16 Number 412 July 30, 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 7/27/18

<u>Title</u>	<u>Quantity</u>
<i>Desserts from My Kitchen</i>	1500
<i>Inside the Cubicle</i>	400
<i>Decisions That Count</i>	3 - 5000

News From APSS

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



New to Book Selling University – a live course. BSU-501: “Lead Generation, Book Sales and Follow Up” is a virtual, one-on-one meeting with Guy Achtzehn This is a live course – not pre-recorded. You will spend at least 60 minutes with an expert in selling books in both small and large, non-returnable quantities to corporate buyers. Discover how to sell your book – not just books like yours. You will leave with an understanding of the people who are most likely to buy your books, a list of your top prospects, how to contact them and most important, how to easily repeat the process for long term benefit and growth

of your business See it and more at www.booksellinguniversity.com

APSS Bi-Weekly Top Ten List

The Top Ten List of “Fun with Words and Letters,” from *The Book of Useless Information*, by Noel Botham

1. Certain sounds in the English language are real germ spreaders, particularly the sounds F, S, P and T
2. Of all the words in the English language, the word *set* has the most definitions
3. The letter W is the only letter in the English alphabet that has more than one syllable
4. The most-used letter in the English alphabet is *E*, and *Q* is the least used
5. The only 15-letter word that can be spelled without repeating a letter is *uncopyrightable*
6. There was no punctuation until the fifteenth century
7. In English, *four* is the only number that has the same number of letters as its value
8. *Bookkeeper* is the only word in the English language with three consecutive letters
9. You would have to count to one thousand to use the letter *A* to spell a whole number
10. Ten body parts are only three letters long: eye, ear, leg, arm, jaw, gum, toe, lip, hip and rib.

TV or not TV?

By Brian Jud

Authors rely on the repetition of a message on free media such as appearances on television and radio to increase the sales of their books. The planning of this exposure is important because the media like to interview authors on relevant and timely topics. Here are some tips that can make your broadcast appearances more productive.

Is your topic right for the media?

People like to be informed and entertained, and they want their information to be timely. Therefore, books about current events are good for shows. Other topics that are well received by producers are books on politics, sports, humor, controversy and relationships. People want to learn new theories or new slants on old theories. As Rita Thompson (Field Producer, CBS News) explains, "Controversial books with interesting drama will catch my attention." Conversely, poetry, fiction and children's books do not usually lend themselves to prolonged discussion and authors of such books are not sought as talk-show guests.

Dollars and sense

Although media appearances are free, you will have expenses related to traveling and promoting your shows. Rarely will you make a profit as a result of your first few shows since you will be creating awareness and a reputation leading to future sales. Therefore, view your expenditures of time and money as an investment in your next book.

Be prepared

The key to any good performance is preparation. Media guests need to know what they are going to say during all their performances and must practice their delivery of each word beforehand. Adequate preparation will make you more confident in your ability to perform and help you relax while you are on the air.

You have heard it said that practice makes perfect. However, that is not necessarily true. Practice makes permanent, so you must make sure you are rehearsing the right things. Before you appear on any media event, engage the services of a professional media trainer so the techniques you make permanent are the right ones. Media training will help calm you down, assist in your understanding of the process and simplify your television and radio experience.

Establish distribution

If people want to buy your book, it should be available for them to purchase. The host will generally conclude the show by asking you where people can obtain it. So, before you begin promoting your title, create distribution for it through bookstores, Amazon.com, your website and/or your toll-free number. Most purchasing is done on impulse and, if the momentum is lost, it is difficult to recover.

Producers and hosts want interesting and compelling guests, and in the final analysis they are not looking for books or authors. They are seeking to create a good show for their audiences. Convince them that you have something to offer their audiences, prepare yourself for a successful interview and make your book available to those who want to buy it. Then you have done all you can to manage the events that are under your control.

Brian Jud is the Executive Director of the Association of Publishers for Special Sales (APSS – www.bookapss.org), and the creator of Book Selling University (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 or 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

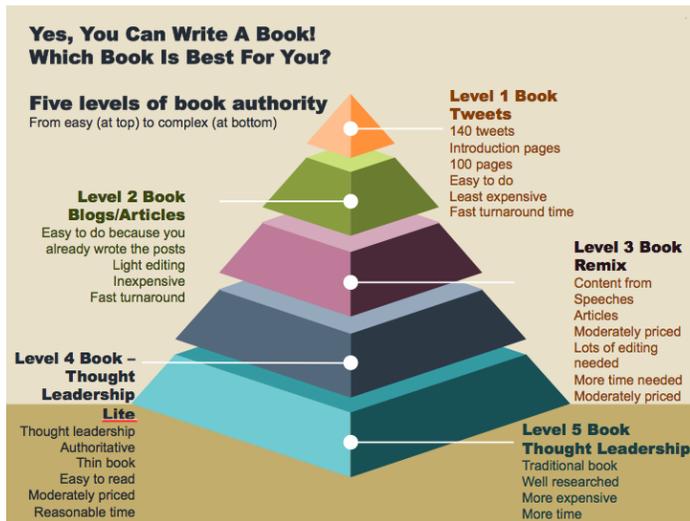


Figure: The Five Levels of Thought Leadership Books. (Images Provided by PresenterMedia.com)

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 3 Book: Remix-Curated Content Speeches/Transcripts Book

This book is based on material you created. As a thought leader or business executive, you have probably created a lot of material in the form of speeches, presentations, reports, interviews, and podcasts. Select the best ideas from your existing material, as well as adding new information or writing new overviews for sections.

This book could take a few weeks to create. As with the blog post book, this book type contains short thoughtful pieces, so you will be seen as a thought leader. It also appeals to people who like to read in bite-sized chunks.

Case Study: Turn Training Materials into Books. Reporters Are Looking for YOU! by Dan Janal

I wrote *Reporters Are Looking for YOU!* from a set of ninety tips I created to teach new clients who bought my publicity service, PR LEADS. If you have a training series, you can convert it into a book. Here's how I did it.

When a new client signs up for PR LEADS, chances are they don't know a thing about publicity or how to work with a reporter. I wanted to teach my clients these tips and tricks to help them get ahead. But there's a lot to learn, and while it isn't difficult, most people can't absorb a lot of material in one sitting. I created a series of ninety tips. My computer would automatically send one tip a day to each client.

Many clients told me they loved those tips. I knew I had great content to share, so I turned those tips into a book. As you might imagine, it was pretty easy to accomplish, since I had already created the information. I changed the formatting and double-checked the spelling. To make the book more logical and easy to read, I rearranged the tips by topics such as “Writing,” “Editing,” “Interview Skills,” and “Marketing.”

I spent a week creating the book. I hired an editor and cover designer to bring the book up to par. After they finished in just a few days, I self-published the book on Amazon.

If you have created content that can be reused, you can quickly and easily create a book that builds your credibility and helps your readers.

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 and contact Dan at dan@prleads.com

How to Sell to Non-Bookstore Buyers – Think Inside “The Box”

The major discount stores and warehouse clubs are re-thinking their business models and downsizing as people are buying more products online. Two examples are the Best Buy Mobile stores with a focus on smartphones, and the smaller stores that Wal-Mart is rolling out (40,000 sq ft vs. their 185,000 sq ft Superstores).

There is an opportunity here for book publishers, and that is in the way in which you submit your books to them. Discount stores and warehouse clubs have three major criteria for selecting the products they will accept. They want products that will 1) attract more people to their stores, 2) stimulate maximum profitability per square foot and 3) generate more frequent inventory turns.

How do you exploit this as an opportunity? When you submit your proposal to them, include a summary of your marketing plan that places heavy emphasis on how your authors' aggressive promotion activities will drive people to their stores.

Your plan should be 50% what you *plan* to do and 50% about what you *have done*. Describe the TV and radio shows you have scheduled for your authors, in addition to their personal presentations, publicity, library tours, trade shows, advertising, include samples of your sales literature and your sales promotional items (for examples of promo products, contact Guy Achtzehn at Guy@msgpromo.com). Prove that you have done something similar in the past and your plans will be more believable. Your previous actions give your statements credibility and demonstrate that you are an experienced marketer.

Pros and cons of selling to "the boxes"

Getting into the "big box" and club stores (Sam's, Costco, Wal-Mart, K-Mart, Target, etc) may or may not be a good idea for you. Independent publishers imagine quick, national celebrity as tens of thousands of their books fly off the shelves and tables of these outlets. However, there are several reasons why sales to this segment may not be the place to start your special-sales activities.

In order to sell tens of thousands of books in retail outlets, you first must get them in the stores. This means you have to arrange distribution (Readerlink), then print tens of thousands of books. And since they are returnable, a few chains require you to maintain an escrow in the amount of potential returns. Some require expensive product-liability insurance coverage. If buyers agree to put your book into a *planogram* for their stores then you are expected to keep enough books in stock, ready to ship, during the promotion month(s). That can place significant pressure on your cash flow.

That is the bad news. The good news is that if you have a good book, an established platform and consistent publicity exposure you can sell a lot of books through these outlets. They will not purchase your books if they do not think they can sell them.

You may be able to get some of the rewards without as much risk by starting locally. Go to your nearby stores and contact the department managers. Describe how the content of your book is appropriate for the stores' customers. Tell of your plans to create local publicity to build store traffic. Demonstrate your ability and willingness to conduct in-store events to further attract attention, store traffic and increased sales.

Sell your content to a warehouse club

There may be a side door to marketing to warehouse clubs, and that is to sell them your content. Let's say you published a cookbook and were unable to locate a distributor willing to carry it. Try this technique to get your recipes to consumers: cooperate with the manufacturers of ingredients in your recipes and get Costco to be your publisher.

This is not as farfetched as it may first appear. Costco entered the publishing business by printing 100,000 copies of its cookbook, *Entertaining the Costco Way*. Costco controlled every aspect of production, acting as publisher, distributor, packager and retailer. Manufacturers funded the production of the book, and in return for sponsor payments, products from those manufacturers were included in the recipes.

How to contact them

Wal-Mart. Send your proposal to Book Buyer, Wal-Mart Stores Inc, 702 SW Eighth St., Bentonville, Arkansas 72716; Phone: (501) 273-4000, Fax: (501) 273-1917. Publishers are encouraged to contact local stores with regional titles.

Target Corporation. Category buyers at Target are more “book friendly” than most discounters due to a corporate commitment to reading and learning. The mailing address is 777 Nicollet Mall, Minneapolis, Minnesota 55402; Phone: (612) 304-6073 <http://www.targetcorp.com>

Costco Wholesale Corporation. Costco carries books in its stores and on its website. The major categories are best sellers, non-fiction, juvenile, mystery & crime, health & fitness, reference, self-improvement, relationships and cookbooks. Contact the Book Buyer, 999 Lake Drive, Issaquah, WA 98027

BJ's Wholesale Club. Submit your books and aggressive promotional plan to the Book Buyer at P.O. Box 9601, Natick, MA 01760; its website is <http://www.bjs.com/>

Best Buy Co has over 500 stores and buys books primarily from Levy Home Entertainment. The products sold through Best Buy stores attract more of a male than female audience. Corporate Headquarters is located at 7601 Penn Avenue South, Richfield MN 55423; Tel: 612-291-1000; <http://www.bestbuy.com/>

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)

We all work hard to create the lives we want. We spend a lot of time focused on our work, our purpose and achieving the goals we set to fulfill that passion and serve others. For many of us, it's been a long road to this place. Despite doing the work we've envisioned, serving the people we want to help, living the dream we'd imagine, something's still not quite right; something's askew. We're exhausted, overwhelmed and flat- we can't sleep or turn our brains off. What's wrong? Our lives aren't broken- we're just out of balance.

Even good stress, the kind that drives us to achieve, can create imbalance. That's because stress is insidious; it sneaks up on us creating havoc. Stress affects our hormones which affects our sleep which affects our hunger which affects our diet which affects our health, which ultimately affects our ability to enjoy life. It's a downward spiral, but we there are simple things we can do to intervene.

Cortisol is the primary hormone released under stress, kicking in with our "fight or flight" response. Although cortisol, released by the adrenal glands, is not in and of itself a "bad" hormone; it becomes a problem when we are under chronic stress and too much of it is released.

High cortisol production over time is tied to symptoms including weight gain, anxiety, high blood pressure, blood sugar imbalances, sleep disorders, fatigue and impaired cognitive function. No wonder we're not having fun!

The good news is you do have options. These three simple steps will go a long way to help reduce stress and the symptoms that go along with it.

1. Stop eating inflammatory foods. Poorly managed blood sugar levels and important levels of inflammation can contribute to high cortisol levels and other hormonal imbalances. Following an anti-inflammatory diet low in processed foods and high in antioxidants, fiber and essential nutrients is key to balancing hormones, controlling your cravings and getting you on the right track. Eat whole foods, low in sugar and high in healthy fats. If it comes in a box, through a window or has more than five ingredients, don't put it in your mouth.

2. Smart Exercise. Exercise is one of the best ways to manage stress, balance hormones, sleep better and aid normal metabolic functions (like balancing blood sugar levels). Exercise benefits hormone levels because although it temporarily increases adrenaline and cortisol production, it generally helps bring cortisol back down to normal levels afterward. This cycle helps your body better handle stress and gives your autonomic nervous system (the one that controls your stress and relaxation responses) its own workout. This means the next time your stress hormones rise due to a perceived threat, you should be able to lower cortisol levels more easily, since your body becomes primed to this during physical activity.

Both high intensity interval training and more meditative exercises like Yoga or Pilates will help you reduce stress. The important thing to do is find what works best in your schedule and commit to doing it consistently.

3. Become Mindful. Studies show that creating a mindfulness or meditation practice is one of the most effective ways to reduce stress. Studies show that daily mediation, prayer, giving thanks, or any other mindfulness-based stress reduction activity, performed for just 15 to 30 minutes daily can offer significant reductions in cortisol. Using meditative methods can also improve brain and heart health while bolstering your immune system.

4. Spend time in nature. Studies show that physical settings also play a role in stress reduction and being in nature is a well-documented way to promote relaxation. Get outside and go for a walk, get in the garden, play a game of hoops- doing things outdoors away from technology reduces anxiety and overwhelm. Resource: This is your Brain on Nature, by The National Geographic. More than 70 percent of American adults admit they feel stressed or anxious daily. We have responsibilities at home and at work, and sometimes it all just becomes too much. Our bodies start to let us know that we're feeling the stress of our daily lives.

Addressing your stress by eating cleaner, moving more and taking time to breath may not decrease your symptoms overnight, but it will help you over time. Deciding to make positive changes is empowering in and of itself- a step that can go a long way towards reducing stress and clearing the mind. You've got a choice - exercise it!

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)

“Should I price my book the same as competitors’ books.” Arnie Freeman

If you price your book the same as competitors, you could lose money on every sale. For example, if they print 5000 books at a time, their unit cost is likely to be lower than yours if you print 100 books at a time. Here are eight tips to help you price your book more profitably.

- 1. Consider all cost factors.** Many variables contribute to the pricing decision. What is the trim size? Page count? Competition? Unit manufacturing cost? Market segments? All of these factors must be considered when establishing the retail price.
- 2. Pricing your book is an art.** Once your costs, distribution fees and expected profits are determined, it's time to apply intuition to your pricing recipe.

3. **Price your book based on its value.** The price is always too high for a book that is not needed. Price is a feature. Value is a benefit.
4. **Do not price your book using an “X-time-cost” formula.** Printing costs vary widely depending on the technique used and quantity printed.
5. **Look at your price differently.** Price your book based on the number you must sell to net \$1000
6. **Know your discount structure.** Know your costs, whether using POD, independent publishing or buying books from your publisher. How much will you make on each book you sell?
7. **Price is not the same as cost.** The price is listed on the book, but the cost is related to the personal value the reader receives from buying it. In corporate sales, the cost of your book is related to how well your content helps the buyers reach their companies’ goals.
8. **High vs. low price.** Choose a lower price for a mass-produced book with a simple distribution channel, if there is fast title turnover, if the content has extended usefulness and if you desire a large market share. Choose a higher price if the opposite is true.

You're on The Air

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

You don't want to speak too rapidly. Remember that people may be picking you up over static or while driving in their cars.

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)



A Complete Guide to
MARKET SEGMENTATION
BY GUY ACHTZEHN

Organize your target buyers into groups. No book is meant for everybody. People buy for different and personal reasons, and you will be more successful selling to them if you customize your content and marketing activities to meet their needs. This is easier if you organize people in groups according to their reasons for buying. This process is called *market segmentation*, and it is relatively easy to accomplish.

You may be selling cookbooks. Where might you find people who are interested in cooking? It could be in supermarkets, discount stores, libraries, specialty stores (i.e., Williams Sonoma), appliance stores,

Vermont Country Store, restaurants, chef supply stores, health-food stores, QVC or even the International Association of Culinary Professionals. If so, then that is where you need to be selling your cookbooks.

Marketing Strategy



If you can't get your book into a bookstore or other retailers, create a "library" with other APSS members and sell it to the stores. According to *The Wall Street Journal* (July 9, 2018, p A13) London's Heywood Hill bookstore has casual walk-in customers, "but more than half its revenue comes from assembling libraries for people and institutions... who are willing to pay a bit more in exchange for books tailored to their tastes. It's a bit like having a favorite college English professor whispering in your ear, making recommendations." Store staff assemble parcels for readers, many of whom are in the US.

If interested, tell me (BrianJud@bookapss.org) more about your genre. We can poll other APSS members to help you create a parcel, then introduce it to your local retailers.

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>)

I recommend that you edit your books for promotional clout. As an example, if you were editing a gardening book, why not list specific seed and tool companies as resources in the appendix? Not only do such lists benefit the reader, but they also provide you with potential premium sales.

Guest Columnist – Paul Assaiante

Paul Assaiante is the men's squash coach at Trinity College in Hartford, CT and his teams have the longest winning streak of any sport in college history – 252 consecutive wins. He is also the author of the book, *Run to the Roar*. In it he says, "In Africa, lions hunt in packs. The oldest female in the pride cannot catch her own food, but she has the deepest roar. They position her in the middle of the field facing the bush. All the other lionesses hide in the bush. When she roars, the prey run away from her to their death. But if they had run at the perceived problem they would have found a toothless old lady. Some people create demons in their own mind. It's almost never as bad as they think. That's what I'm trying to teach the boys to do. Run at the problem."

The Very Idea

(Editorial by Brian Jud)

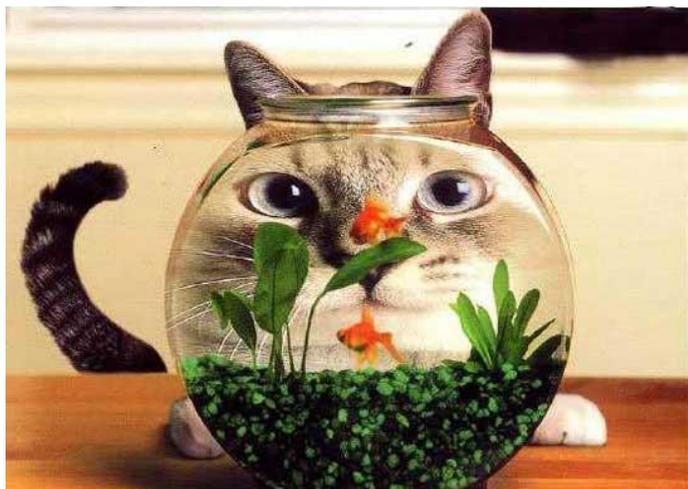
Focus on your target. Know potential readers and adjust your marketing strategies to more effectively reach them.

Product design. If your readers are 55+ years old, you might produce your page layout with a larger type size and more leading. And they would probably prefer printed books over ebooks.

Pricing. An affluent target may be willing to pay more for your books, so you won't have to resort to "price-off" specials. They may be more likely to travel, so you could sell to them at list price on cruise ships or airport stores (not just airport *bookstores*). A less-prosperous target might respond better to price incentives, and perhaps look for lower prices at Target or Wal-Mart.

Distribution. Know where your target readers shop or look for information on your topic. If they frequent gift shops, supermarkets or Petco, then have your books there. Distribute your children's books to schools, daycare centers, children's libraries, PTOs or to the home schooling segment. Sell your business books to corporate buyers or appropriate associations.

Promotion. What print and broadcast media are relevant to your target? Their age and level of education will help you choose the right medium as well as suitable vocabulary



to use in your promotional material or media appearances. Would they be more likely to respond to your APP on their iPhone or your book's cover on a T-shirt? If they shop at Costco, then conduct your in-store events there.

As the saying goes, "You'll catch more fish if you fish where the fish are." Know who your targets are, where they are, how many of them exist and why they buy. Then find creative ways to get to them. There are too many fish in the sea, so don't let the big ones get away.

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)



Book Selling University has courses to help you produce better books and sell more of them. An example BSU-127: How to Create a Book Marketing Plan (Especially If You're Not a Marketer), by Sandra Beckwith. See it and more at <https://bit.ly/2IAQn55> View it up to 5 times

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)

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.

Writers Write
<http://www.writerswrite.com>

Similar to The Write Life, this service offers free content for the writing community in the form of articles, markets and news.



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

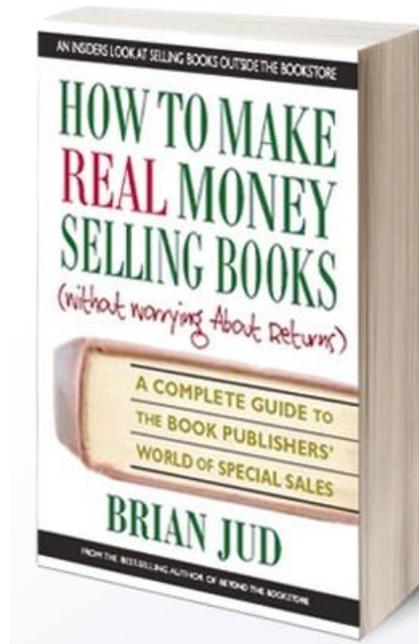
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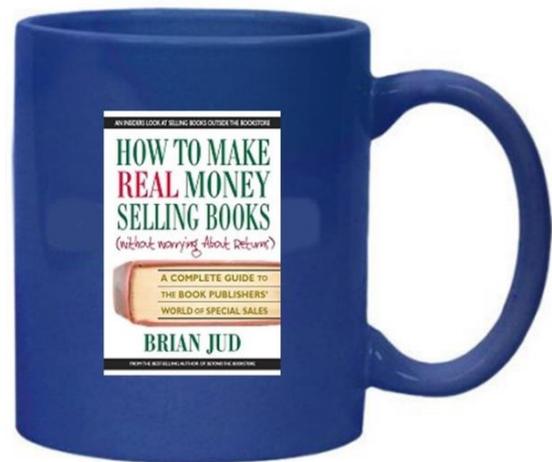


Increase Your Profits with Sales Promotional Items

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 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 or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items



Check out the Writers and Publishers Bookstore 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

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
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

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