

Here is your August 27, 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 18 Number 414 August 27, 2018

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

**We sell your books. We pay shipping.
All non-returnable.**

**BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com**

**Top inquiries from the salespeople
for the week ending 8/24/18**

<u>Title</u>	<u>Quantity</u>
<i>Family Guide to Aging Parents</i>	2200
<i>The Ultimate Family Gift</i>	1000
<i>52 Simple Ways to Health</i>	8400
<i>Sell More with Sales Coaching</i>	350

A New Opportunity for Selling Your Books to Gift Shops

We have a major promotional opportunity and a new service for all participants in our special-sales catalog program. Historically we only offered sales of your books to non-retail buyers. Now we are expanding our sales coverage to gift-store shops.

Display your book to thousands of gift-store buyers at the Northeast's Largest Souvenir & Resort Trade Event

The Ocean City Resort Gift Show, the Northeast's largest souvenir and resort industry trade event, will be held at the Roland E. Powell Convention Center in Ocean City, MD from November 11-13, 2018. Custom-tailored to the specialized needs of coastal retailers from Maine to North Carolina, this show features 450+ booths filled with best-selling designs, top brands, new introductions and new resources.

A special twist to make your book more saleable

The types of books that should do well at this show are those about holidays, beach events, vacations, resorts, travel, fun times and for children. As appropriate, we will "bundle" your book with a product that relates to it. This means we will pair it with an item such as a glass, plush toy, shirt, picture frame, coffee mug or other gift item. For example, if your book is about Christmas,

we could “bundle” it with a glass for Santa’s milk, a Christmas ornament, or a plate for Santa’s cookies. The “perfect beach read” could be bundled with sun screen or a beach towel. A party book could be bundled with a beer mug. A “relax in the bathtub book” might be combined with a wine glass or aromatic candle.

Deadline for listing is September 1 and books are due by September 15. This will give us time to create the bundled package. The display offer of \$75 per title will be limited to the first 30 people who respond.

- All books are displayed face out, visible to all attendees
- You will receive a photo of your book on display
- All books be listed in a “Titles on Display” ordering catalog customized for this show, listing full ordering information handed out to each prospective buyer. You can also provide your own order forms/ promotional materials.
- The exhibit will be staffed by Guy Achtzehn and Brian Jud, two experienced representatives tasked with the responsibility of generating orders for each book.

If you choose not to have your book at the exhibit, the catalog including your book will be on display at no charge to you, as agreed. This special offer is only for those who want to have their book physically on display to generate additional exposure and sales. If you want to have your book there, please contact me soon. Space is limited.

For each title, please email the cover image, author and list price to brianjud@bookmarketing.com. To make the \$75 payment per title please use Paypal account brianjud@comcast.net or contact brianjud@bookmarketing.com for other payment arrangements. We will need one copy of your book and you will receive the address to which to send it.

APSS Bi-Weekly Top Ten List

Marketing to Lovers and Haters. Is your topic one that elicits a “love-hate” response from people? You could have content about dieting, wealth management or any topic that elicits polarized opinions. Your topic doesn’t have to be that controversial to generate opposite responses. For example, the top three most polarizing brands are McDonalds (33% love, 29% hate), Starbucks, (30% love, 23% hate) and BP (22% love, 19% hate). The least polarizing brand is Amazon.com where 56% love it and only 3% hate it. You do not need exact figures of the ratio for your brand, but you can get a good feel for it if your radio performances elicit callers with extreme opinions, for example. If your brand does bring out the best and worst feelings among your target buyers, there are things you can do to sell more books under those circumstance. Here are the **Top Ten Ways to Market a Polarizing Brand**.

1. Focus on the undecided people in your target market and do not try to be “all things to all people.”
 2. Follow the social media carefully to see what the “brand haters” are saying
 3. Confront detractors directly to reduce negative word of mouth and create a larger pool of potential buyers.¹
 4. Studies show that highly polarizing brands tend to perform more poorly than others, but they also tend to be less risky
 5. Get feedback on your marketing campaigns from a focus group or from your fellow discussion-group members or in the APSS Idea Marketplace
-

6. Create media buzz by intentionally antagonizing brand detractors. This also has the effect of reinforcing your message among your enthusiastic readers
7. If a single characteristic is responsible for the deep schism between your brand's fans and detractors, amplify the polarizing attribute
8. Create a new book that amplifies the point of differentiation and perhaps bolster loyalty among your brand "lovers."
9. You may choose to create a polarizing attribute to differentiate your book from a strong competitor and stand out in a crowded field.
10. Focus your sales efforts on market segments made up of a larger population of brand lovers

¹ Editor's note: I used this technique when I found a person on a listserv denigrating my special-sales catalog program with erroneous information. I joined the list and corrected the misrepresentation. The disparager apologized to all.

The "-ize" Have It

By Brian Jud

Too many independent publishers use the Christopher Columbus method of planning. They do not know where they are going. When they get there, they do not know where they are. And when they return, they do not know where they have been. This is not a good way to run a business. You can avoid this situation by writing a strategic, functional plan to market your books. For a view of a new planning formula, look through these "ize."

Recognize. A basic premise for successful marketing is to find a need and fill it. You do this by researching three major areas. First, discover what product opportunities exist. Second, learn the demographics and psychographics of your prospective customers. Finally, determine your potential market's size, growth and competitive status.

Crystallize. According to a proverb, a journey of 1000 miles begins with a single step. But what if that step is in the wrong direction? Start your trek by deciding where you want to go. Write a specific objective and the date by which you will accomplish it.

Strategize. With your destination etched in your mind, begin to plan how you will reach it. Start by creating strategies in each of the Four Ps of marketing: Product, Place, Price and Promotion. Should your product be a printed book, an audio package or an ebook? Will you market it through the traditional bookstore channels or directly to non-bookstore buyers (retail and non-retail)? Answers to these questions will dictate your distribution network and discounts which in turn impact your pricing strategy. Finally, describe how you will coordinate the elements of your promotion mix by manipulating your advertising, publicity, sales promotion and personal selling strategies – both online and offline.

Capitalize. There are hundreds, if not thousands, of actions you can take to market your book. However, most publishers do not have unlimited funds to perform them all. Therefore, you have to create your financial statements to determine how to allocate your existing resources.

Energize. Without action, planning only gives the illusion of progress. Now it is time to put your plan into action. Marketing a book successfully requires perpetual promotion and it is up to you to do it. Perform each step according to the way you planned it.

Scrutinize. Action is not synonymous with accomplishment. You may be busy promoting your

book but you may not be getting closer to your goal. Periodically assess your progress and make any changes that are necessary. Know where you are at all times.

Realize. This planning formula organizes and directs your thinking and actions to best exploit available opportunities. It coordinates and unifies your efforts to make your budget more efficient. And it helps you regain your bearings and look back to see how far you have come.

Decide where you are and where you want to go. Then set your course for smooth sailing toward a new world of publishing success.

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

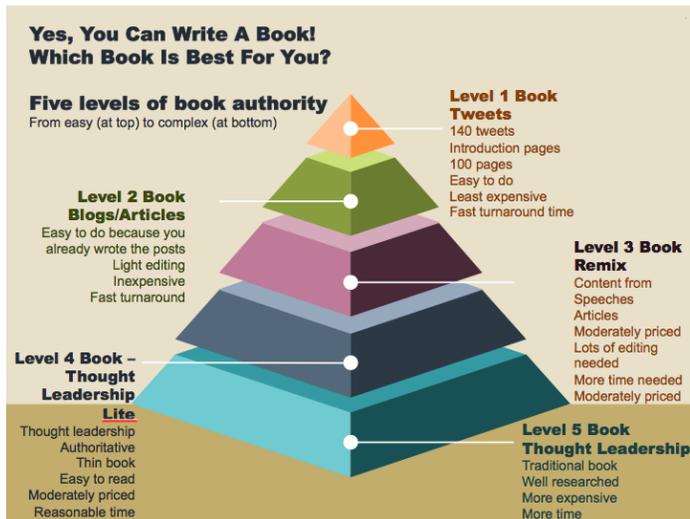


Figure: The Five Levels of Thought Leadership Books. (Images Provided by PresenterMedia.com)

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 5 Book: Thought Leadership

These are the 160–250-page hardcover books you expect to see in a bookstore.

To create this book, you can use your previously written materials, in-depth research, and commentary. Obviously, these books take more time to plan and write.

This traditional book is the most complex to produce. It could take as little as three or four months, but six or seven months is more likely.

As you might imagine, this is the most credible book—not to take anything away from the other books. However, this thought leadership book sets the gold standard. Readers see it as a —reall book that sits alongside true bestsellers, like *Good to Great* and *7 Habits of Highly Effective People*, with thoughtful pieces and lots of case studies to prove their paradigm-shattering hypotheses.

What Should Be Included in a Thought Leadership Book?

Your thought leadership book must answer these questions:

- What do people need to know?
- What do people want to know?
- What do you need to show them to build your brand or to get the business?

Remember, you are not writing the encyclopedia of this topic. Your book must convince readers to take action or to position themselves properly to reach their objectives. Anything that supports those goals, you keep. Anything that detracts from those goals, you cut. When you've proven your points, you're done.

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 – Sell Your Books in Museums

Every year millions of people visit thousands of museums, most of which have a gift shop in which books could be sold. If you can help these gift-shop operators educate and entertain their guests, you can sell a lot of books. Since they are usually sold on a non-returnable basis with discounts averaging 55%, you can sell them profitably, too.

Museum gift-shop managers promote education in their stores to extend the experience of their guests. To be successful in this market you must carry the same mindset. Profits really are secondary to fulfilling the mission of the venue, and that is to educate the guests and make their experience pleasurable and informative.

The American Association of Museums (AAM) estimates there are 17,500 museums. And depending on the topic of your book, museums and historic sites can be profitable outlets.

Children's museums and modern science museums are a good starting point. But parents also bring their children to art museums, natural history museums, botanical gardens, state history museums, battlefields and U.S. history museums. The Association of Children's Museums found that more than 30 million children and family members visit children's museums annually. That is a large number of prospective book buyers for just one segment of this potentially lucrative and evergreen market.

Where to find lists of museums

1) The Official Museum Directory (<http://www.officialmuseumdirectory.com/OMD/home>) covers institutions of every size and type in all 50 states. This resource provides verified data that reflects the latest professional affiliations, permanent and traveling exhibits, and contact data for museums, historic sites, planetariums, technology centers and zoos.

2) The International Council of Museums (ICOM) website (<https://icom.museum/en/>) lists print and online directories of museums that include publications that are available for sale as well as those that are part of ICOM's collection in its Information Center.

Find lists of individual museums through the primary association for each segment. For instance:

- The American Association of Botanical Gardens and Arboreta maintains an online directory of its member gardens at <http://www.publicgardens.org/>
- The Association of African American Museums has an online database of its member museums and related institutions at <https://blackmuseums.org/>
- The Association of Railway Museums maintains an online database of its members. <http://www.railwaymuseums.org/>

If you choose to sell directly to these stores, approach them as you would any other business. Find out the buyers' names and make appointments to meet with them. You can usually find this information on the websites listed above. Although there are no industry standards for purchasing books, sales are typically non-returnable. An exception to this rule is a sale for a special event. They usually seek discounts of 40 – 60%, averaging 55%. If your titles sell well they will be re-ordered regularly.

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)

Is there something you want to go after or achieve, but your confidence level needs some

adjusting? To grow in confidence you need:

1. Competence - Develop the ability/knowledge/experience to do things successfully
2. Congruence - Make sure the things you do align with your values
3. Community/Connection - Be around people who know more about what you're trying to do than you
4. Curiosity - Nurture your desire to learn or know more about what you're trying to do

How do you grow in confidence? I think we all can agree that if we were more confident in life, our lives would be better. Like for sure we'd be better at work and probably make more money. We'd probably have better relationships. For sure we would worry less, so we'd have better emotional health and I bet we'd even have better physical health if we were more confident. But how do we do that?

That's a big challenge and I think what is confidence, it really comes down to the belief that you can figure things out, that you have within you the ability as you go through life to figure things out. And that makes me want to recommend to you a really good book by Carol Dweck, called Mindset. She talks about research that shows how people with a growth mindset versus a fixed mindset have far better outcomes in life and a growth mindset is the mindset that you can figure things out as you go through life.

So, pick up this book and read it but I want to give you four other suggestions on how to grow in confidence in your life.

Number one is, become more competent. That means get better and better and better at whatever you do for a living. For example, I'm a coach. So I can grow in competence in coaching by reading about coaching, by going to training and certification and lectures and being around other coaches and growing that way. (And by the way if you will just read one hour per day, on whatever it is you do for a living, eventually you'll become in the top five or 10% of people in that field and eventually world class. And I know that because nobody else will do that.) So if you'll do that, you'll become more and more competent in the thing that you do.

Number two is congruence. You want to make sure that whatever you're going after to become more confident in it, that it's congruent with your personal values. And if you're not living your life and pursuing confidence in a way that's congruent with your personal values, it'll eventually rip you apart and destroy your life.

Number three is connection. You want to grow in confidence by spending time with other people, with community in connection with other people who are pursuing the same thing, the same growth. That'll both help you grow faster and help you help other people grow faster.

And number four is you want to maintain an openness or a curiosity around other ways to look at things and be curious to meet and get to know new people, to learn new topics and concepts and basically grow in areas outside of your narrow lane that you're trying to become more specifically competent in.

So to recap, to grow in confidence it starts with becoming more competent in the thing that you do. Make sure that you're congruent with your values, grow in confidence by being in community or connection with other people and maintain a curiosity about the world and about other ways to approach the thing you're trying to grow in.

If you do all that, you'll become more and more confident, and your life will start to unfold better and better as you're on your path to living your best life.

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)

“Where can I find the names of people to contact to sell my books?” Alice Rose

Now you have defined your target reader, understand the segments in which you will compete and have a valuable, tested product to sell. Your next step is to find the names of potential buyers to whom you could sell in each segment. At this point your objective is to accumulate a large quantity of suspects – people who *might* be a prospective customer -- deferring judgment as to their relative ability to buy.

There are several sources of brokers that sell mailing lists (such as infoUSA; www.infousa.com) that sell business and consumer mailing lists. Resources of specific lists abound. Some, like USAData (<http://www.usadata.com/>) sell consumer leads, business leads, new homeowner lists, physician lists and specialty lists for accountants, boat owners, churches, insurance agents, new parents, voters and many other categories.

The lists may be directed to a title (Occupant, Sales Manager) instead of the individual by name, so be sure to specify what you want. Any mailing list may be outdated; ask how frequently it is cleaned (updated). When evaluating the relative cost of a lists, remember that you are paying for names of suspects, not necessarily prospects.

You're on The Air

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

I make it a point never to talk to guests before I go on. Guests have a tendency to have one really good response in them. If they regurgitate that beforehand, when we go on the air the next response is never as good as the first.

Spotlight on Courses in Book Selling University

Book Selling University has courses to help you produce better books and sell more of them. Today's featured course is BSU-162: The Book and Your Purpose, Michelle Vandepas. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

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)

Associate with a cause. If you want to maximize the power of your book as a motivational tool, connect it with a cause. You inspire employees, channel partners and customers to do good for others as they do good for your client's company. A PR Week/Barkley Cause Survey revealed that nearly three quarters of consumers purchase particular brands because they support a cause in which they believe. And more than 90% of consumers said it is important for companies to support causes and charities. Corporate respondents said they saw positive publicity, an increase in sales/retail traffic and an enhanced relationship with their target demographic as a result of cause-marketing efforts.

Every year, Reading Is Fundamental (RIF) provides free books and literacy resources to millions of children and families with free books. Contact one of RIF's corporate sponsors to work your title through the system (<http://www.rif.org>). For example, Colgate-Palmolive Company donated more than 120 new book collections each containing 127 high-quality hardcover children's books to RIF programs nationwide and at U.S. military bases overseas. Other sponsors include Capital One Financial Corporation, Macy's, Target Corporation, MetLife Foundation and The ARAMARK Charitable Fund. UGI Utilities, Inc. gave RIF a local twist by helping RIF target specific geographic areas such as those located in UGI communities in Pennsylvania.

Marketing Strategy

A Cornell University study found that people notice bold listings 42% more than plain type when they read, and that the artful use of adjectives increased sales by up to 27%. Use that information when describing your novel as a **thrilling, compelling odyssey**.

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>)

Send out review copies to make subsidiary rights sales. The quicker you send them, the less chance the editor or buyer will have to lose interest in your book. In most cases, these review copies must be in the hands of major rights buyers at least six months before publication date so they have plenty of time to make a decision and schedule their use of the rights they buy.

Guest Columnist – Sandy Gould

(Direct Sales Manager, Color House Graphics, P: 616.241.1916 Ext. 242, Toll Free: 800.454.1916 Ext. 242, E: sandy@colorhousegraphics.com)

Print Samples. Why should you request them and what should you look for?

Requesting print samples from your print vendors is something that is often overlooked. Samples, or books that have been printed by a book manufacturer, offer valuable insight about the printer you may be choosing to work with and the quality of the book that you are considering for print.

Not all printers excel in book printing and binding. With that in mind, you should request samples that have similar specs to your project. This will help you get a better vision of the quality of printing, binding, and add-ons, thus ensuring that there are no surprises in the end.

Once you've requested and received print samples, there are some things that you should evaluate.

*Take a look at the overall piece - does it provide any new ideas for your project?

*Do the specifications that you've chosen for your book still seem appropriate

*Be sure to evaluate the following features:

- Trim size.
- Weight and thickness of the cover.
- Weight, opacity and bulk of text paper.
- Opacity and shade or brightness of the paper.
- Bind style.
- Cover add-ons.

If the samples you see are not to the standards you have set for your book, you may want to look at other options including a request for different samples. A print test using your files might even be an appropriate next step. This should give you an even better sense of whether the paper and print format is appropriate for the material you've chosen.

Are you ready to get a quote for your project and get some samples sent your way? Contact me today.

The Very Idea
(Editorial by Brian Jud)

Not everything you see on the Internet is really what you see. Here are 38 mind-boggling optical illusions.

<https://www.businessinsider.com/best-optical-illusions-photos-2017-10>

Believe it or not, this floor is completely flat. If you're still hungry for more, INSIDER rounded up a mix of classic optical illusions, baffling viral photos, and mind-boggling designs that'll leave your head spinning and illustrate how our brains process and interpret color, peripheral vision, size, and more.



Believe it or not, this floor is completely flat. Courtesy of Duncan Cook/Casa Ceramica

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)

Here is a different approach for a start-up business from the *Harvard Business Review* (May-June, 2018 p 53): "Codesigning products with customers is a better path to success than writing a business plan... Every start-up's principal task is to search for a scalable opportunity – an entirely experiential learning process that is not amenable to a pre-articulated strategy... entrepreneurs should develop a 'minimally viable product' in order to obtain customer feedback as early as possible."

Artisanal Prose – 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)

Raising the Right Stakes: Where Writers Go Awry

In 2001, literary agent Donald Maass penned the must-have reference tool *Writing the Breakout Novel*. In Chapter 3, Maass begins: "If there is one single principal that is central to making any story more powerful, it's simply this: Raise the stakes." But how does a writer know which stakes to raise? Raise the wrong ones, and you wander down the garden path not knowing how to return. To know which stakes to raise take this example. Let's say your protagonist's dog dies. If you write mysteries, suspense or thrillers, or want to layer your work, the dog dies under mysterious circumstances. You can up the stakes by making the dog a onetime Westminster Kennel Club winner.

Sounds great, right? Not necessarily. This route likely requires a protagonist of a certain socioeconomic class and for you to learn a lot about Westminster. Since it's a big event with a big name, this plot option takes the reader toward a situation instead of the character, and character-driven plots resonate more with readers.

So what if the dog is a rescue whose owner is devastated because his beloved pet was saved from

near certain doom only to meet her end under the pet owner's roof, or in the yard, or up the street? In the Westminster scenario, the theme might be personal greed. In the second, any number of options could work, and the stakes are actually higher because they're more personal than professional. So if you're wondering which stakes to raise, journal the options to see where each would take you. That way you avoid good writerly intentions that could otherwise go awry.

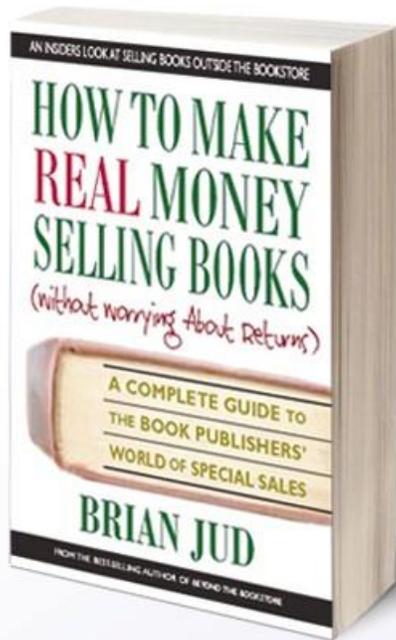
Happy writing!

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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

[Click here for more information.](#)

Do You Want to Increase Your Sales, Revenue and Profits?

A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales
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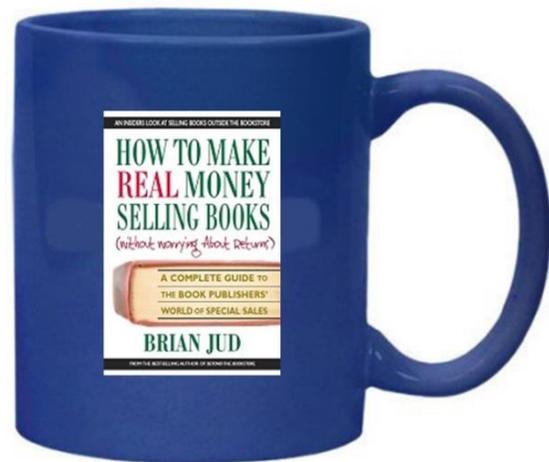


Increase Your Profits with Sales Promotional Items

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](http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm) 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