

Here is your January 15, 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 2, Number 398 January 15, 2018

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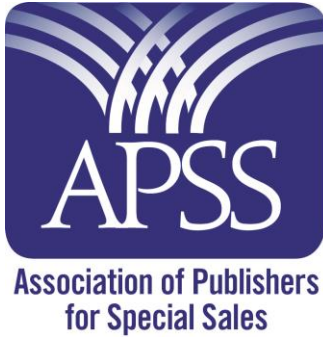
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Top inquiries from the salespeople  
for the week ending 1/12/18

<u>Title</u>	<u>Quantity</u>
<i>Tips to Get Kids Outdoors</i>	1300
<i>Nuggets of Truth</i>	2000
<i>The BOOM! BOOM! Book</i>	1950
<i>Divine Time Management</i>	1100
<i>Eating Through Cancer</i>	32,000

### News From APSS

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



## APSS Members Now Get Discounts from *Foreword Reviews*

APSS negotiated two discounts for our members with *Foreword Reviews*. You can get a discount of \$70 off a Skyscraper ad (Reg. \$280 for 7,000 impressions) or \$35 off Square ad (Reg. \$175 for 7,000 impressions) on Foreword's high traffic website [www.forewordreviews.com](http://www.forewordreviews.com). With over a quarter million visitors to our website yearly, ForewordReviews.com is the perfect place to connect with the audience you're looking to connect with. Expires December 31, 2018. Contact your sales rep for the discounts: Stacy ([stacy@forewordreviews.com](mailto:stacy@forewordreviews.com)) is east coast, Ilyssa ([ilyssa@forewordreviews.com](mailto:ilyssa@forewordreviews.com)) for west coast.

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## Upcoming Marketing Webinars

**Jan 16:** Do You Know the 7 Things Rich Authors Do Differently Than Poor Authors?  
<https://m164.infusionsoft.com/go/ql41rapa/A10941/>

**Jan 18:** "How to use Pinterest and Social Graphics to reach more targeted buyers," By John Kremer and Daniel Hall, 7:00 pm ET, <http://bit.ly/2EwxEpH>

**Feb 7:** "How to Promote and Market Your Book," By Scott Lorenz, 6:00 pm ET, <https://tinyurl.com/y946z8ce>

## Selling with Certainty – Four Ways to Sell More Books to Corporate Buyers By Brian Jud

Numerous studies over the years have concluded that people who are certain of their beliefs are more likely to buy, buy sooner and spend more. These findings can help you sell more of your books to corporate buyers.

Viscerally, it makes sense. You are probably more likely to make a purchase if you are confident that you are making the right choice. It is a gut feeling, a sense that you are doing the right thing that makes you comfortable plowing ahead. You can get your buyers to feel the same about you and your book, too. And you can do all that not by using advanced sales techniques, but by being objective, building consensus, reinforcing a positive message, and building your credibility.

**Objectivity.** Buyers are naturally suspect of a salesperson's pitch. They listen and evaluate your comments in real time. Your words reinforce their beliefs, and they become more confident in their decision – whether to buy or not to buy.

A prospect's default position is skepticism, since most people assume you will present all the good points about your book's content while you ignore or gloss over its drawbacks. If you present it objectively, with a list of its benefits and limitations, buyers are more likely to believe what you are saying and view your pitch favorably.

For example, a list of all five-star reviews for your book is less believable than a combination of three, four, and five-star reviews. A two-star review might actually be more credible and persuasive if written like this: “This book has unique, valuable information, delivered clearly and completely. However, I found the long list of acknowledgements off-putting.”

Similarly, your sales presentation should describe the pros and cons of your proposal, but describe the limitation in a way that is actually a positive feature. For example, a dog-food manufacturer may have a problem with poor sales of its 20-pound bags of dog food.

Begin with a demonstration of how your content can help them increase their sales by including a free copy of your dog-care book in each bag. Follow this by saying, “However, my content does have its limitations. It describes only the nutritional benefits for dogs, and not for other animals.” Your limitation becomes a positive factor, increasing their certainty of their mounting optimistic feelings. In any case, do not say, “In all honesty, I should point out...” because your prospects might wonder why you are suddenly becoming “honest.” That will reduce their confidence in what you are saying.

**Consensus.** Business decision makers, like most people, tend to follow the crowd — especially if the person leading the crowd is their boss. Get people to play “follow the leader” by helping the top managers validate your proposal and become a favorable influence on the others.

Listen closely to what those people say. If it is positive, get them to repeat or expand upon it. The boss might say, “I can see how that could help us.” Follow up by saying, “In what ways do you mean?” By saying the plural “ways” you are presuming there are more ways than one. Or, if the leader says, “That’s interesting, I never thought of it that way.” You would say, “If we do it like that, how will that be better than the other way?” Note that by saying, “If we do it...” you are including yourself on their team. Now it’s you and them against the competition.

If the comment is negative, you have to turn it around, but not by proving the person wrong. Reduce tension and give some objective proof to the contrary. This will give the naysayers a way to change their mind while saving face. Say something like, “That’s an interesting (not a “good”) point, Ms. Jones, and I’m glad you brought it up. In fact, others have felt that way. But once they became aware of this survey they agreed that it actually demonstrates my point. Does that make sense?” Do not ask people to admit that they were wrong, but that given this new information they can agree that you are correct. You might even take the blame for not introducing the survey before.

**Reinforcement.** Marketers know the power of repeating a beneficial message to a target audience. The more people hear it, the more likely they are to remember and act upon it. A related effect occurs when people repeatedly express their own opinions. Not only does it increase their confidence in their views, “it increases their certainty about their position, and therefore, their willingness to promote, defend and act on it.”<sup>[1]</sup>

You have been asked to make a presentation to a company’s decision makers because one or more people believe that you have a potential solution to their business problem. Ask your allies to introduce you by stating their positive opinions of your content and proposal. That puts their stake in the ground as supporting you. Similarly, as others make affirmative statements, you could say, “Would you please repeat that so everyone can hear you?” As each person states an encouraging comment, it builds your support network one by one.

When you answer a question, or respond to an objection, always get confirmation that your reply satisfied them. Ask, “Did I address your concern adequately?” Or, “Do you agree?” Then at the end of your presentation summarize all the points of agreement before asking a committing question. Say, “It seems as if there are no more questions, correct?” Before we conclude, let’s review the major points we have discussed and agreed. First ... “

**4. Build your credibility.** More goes into building buyer’s certainty than your words. The way you deliver your message vocally and visually influences their belief that you are (or are not) a credible source of information. Project assurance in the way you speak. Do not talk too quickly, maintain good volume, enunciate words properly, and add inflection when you want people to pay attention to them.

There have been volumes written on the impact of your body language on the way your message is perceived. As a general summary, greet each person with a firm handshake, dress appropriately, sustain eye communication, maintain good posture and make your movement fluid and purposeful.

If you use visual aids, do not depend on them to communicate your message, but to enhance it. Use the proper aid (PowerPoints, handouts, etc.) as needed to maximize your impact and memorability.

Selling books in large quantities to corporate buyers does not require you to be a well-trained, highly skilled salesperson. You can be more successful simply understanding human nature. People want to make correct choices, and they need some help from you to make them feel confident that they are doing the right thing by placing an order with you. Be objective in your presentation, build consensus among the decision makers, reinforce their positive comments and build your credibility by making a professional presentation using your best verbal, vocal, and visual communication skills.

[1] Harvard Business Review, September 2015, page 101

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Brian Jud is a book-marketing consultant and the Executive Director of the Association of Publishers for Special Sales (APSS – [www.bookapss.org](http://www.bookapss.org)– formerly SPAN). Contact Brian at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

## Top 10 “Get Noticed!” Tips -- Jill Lublin

(Jill Lublin is the author of two national best selling books, *Guerrilla Publicity*, and *Networking Magic*. She is a renowned strategist and international speaker [www.JillLublin.com](http://www.JillLublin.com) )

- Be yourself. Build on your assets and your uniqueness because they are really what people want. Clients and customers want you, your special viewpoint or approach; your unique insights or touch, not a weak imitation of someone else. Don't just be a copycat; find your own voice. Get noticed in your own way; in the manner most natural and comfortable to you. Examine the approaches that others have taken and then follow what feels natural for you. Trust yourself and your instincts.
- Work your business around your life, so it fits in your life, supports your life, and reflects you. Too many people do the reverse, they work their lives around their businesses and it frequently doesn't work out well.
- Think of your clients, customers, referral sources, vendors, and suppliers as your partners and friends — as people who want to help you. Never forget that they're people, not just business statistics, and that you cannot succeed without them.
- Master the art of listening because when you listen, you truly learn. If you listen, people will want to share their knowledge with you, be with you and help you. They will consider you their friend and go to great lengths to help you.
- Before you take on any project, make sure that you know exactly what the client or customer wants. Reduce your understanding to writing to eliminate doubt. It's hard to satisfy people when you don't know what they want.
- Be generous. Make giving a central part of your life. Work hard and give your clients and customers more than they expect. Give people your time. Always show your appreciation, thank and reward those who help. Praise others, and give them the credit and the spotlight.
- Surround yourself with the most interesting, active, and positive people. Hang around with experts, authorities, and people who are smarter and more accomplished than you. Find ways to meet them and be with them because they will open amazing new doors for you. They will support your efforts and add fullness and excitement to your life.
- Constantly strive for excellence and do everything in the best possible way. Build a reputation for continually doing outstanding work and everyone will want to be with and work with you. People who live excellence will find you.
- Always ask can I do it better, more interestingly, or more inventively? Challenge yourself to go beyond your prior accomplishments and to always surpass your best. Constantly look in new directions.
- Never compromise your integrity. Stand by your values, but don't preach. Always be truthful, honest, fair, understanding, and humane. Deliver what you promised when you promised.

Follow these suggestions and you will be noticed. The best people will notice and appreciate you — and you will enjoy a wonderful life.

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Jill Lublin is the author of two national bestselling books, *Guerrilla Publicity* (which is considered the PR bible and is used in university marketing courses), and *Networking Magic* (which went to #1 at Barnes and Noble). She is a renowned strategist and international speaker. As the CEO of the strategic consulting firm, Promising Promotion, Jill has created successful techniques that implement bottom line results. Jill has been featured in the *New York Times*, *Woman's Day*, and *Entrepreneur Magazine*, as well as on ABC, NBC, CBS radio and TV national affiliates.

## Book-Marketing Tips – Lin Lacombe

(Lin A. Lacombe is a marketing and public relations consultant, literary publicist, writer, speaker and activist. Contact Lin at [llacombe@earthlink.net](mailto:llacombe@earthlink.net))

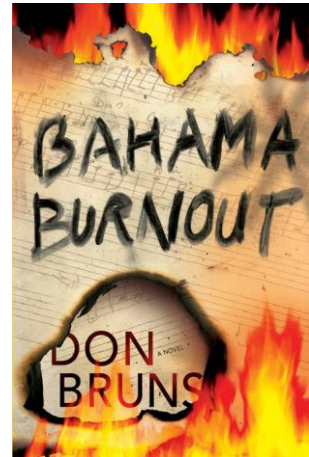
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## The Cover Story – George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at [www.fostercovers.com](http://www.fostercovers.com))

This award-winning thriller involves arson at a recording studio in the Bahamas so let's set the book on fire. I wrote the title by hand with charcoal. Sometimes messy is good. The paper is a combination of different stock photos with music notation added. Black and red are standard crime colors.

The overall effect is frenetic, alarming, and definitely on fire. The burnt hole partially hides the author's name while also featuring it. The cross-directions of the music notation adds to the chaos. Barnes and Noble placed this book face-out on their "New Mystery" shelf.



## 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))

I love the quote, "Get the odds in your favor." You can't control all the happenings in your life, but you certainly can get the "odds in your favor". What if everyone:

- 1) Exercised a minimum of 30 minutes a day, five days a week
- 2) Read a book a week
- 3) Created a discipline to tell and show their "significant other" how much they love and appreciate them
- 4) Made a daily commitment to make a positive difference in a total stranger's life every day
- 5) Said 3 prayers every single day: A prayer of gratitude - a prayer of forgiveness - and a prayer of supplication.

Just some thoughts. We are creature of habits - what are yours?

## 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)

**“School Book Fairs are dominated by Scholastic who only include their books for sale in their school fairs. How does one market to parents in individual schools if they cannot be a part of their annual book fair?”** Gaetano Amato

## You're On The Air

(Brad Hurtado, former producer of Donahue, Maury Povich and The Charlie Rose Show)

*One author never understood why he didn't get more than three minutes on an interview and never sold any books. I said, 'You're boring. Boring, boring, boring. And if you don't pay any attention to that, you aren't going to sell any more books. You asked me for my opinion, you're boring.'*

## 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. How can you adapt the content of your book to help a company do the same for their customers?

## Marketing Strategy

(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*)

Direct mail is a targeted marketing weapon that can help you sell more books, test new titles, and generate sales leads. When you have a finite, identifiable group of people who are potential customers for your books, direct mail may be the most effective and efficient marketing tool you can use to reach them. It gives you control of the timing, delivery and content of your promotion, a predetermined fixed cost and the means to forecast and measure the return on your marketing investment.

## 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>)

If you make lots of sales in special markets, you might want to publish a newsletter directed at these markets. Besides featuring your new titles that have the best possibilities of being a premium or catalog item, you could also publish examples of what other companies are doing with your books. Bantam Doubleday Dell publishes a separate newsletter just to the premium markets. They mail this newsletter to 20,000 premium buyers at least twice a year.

## The Very Idea

(Editorial by Brian Jud)

Listen to your gut. According to experts, our subconscious minds constantly record and store unrelated data from the outside world. Later, it combines these data into good answers – hunches – if you simply ask, trust and listen. These hunches can lead you to making a call to a corporate buyer today instead of tomorrow (when the buyer just left for vacation), or asking a well-timed question that closes the sale. On what hunches can you act to sell more of your books?



## 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))

Writing your business plan as a novel can be a fun way to do the necessary work (what some refer to as drudgery) of planning. It can also help you identify and deal with hidden assumptions and the people (characters)



that impact your business. Your subplots help you recognize the value of previously unsought opportunities, perhaps in non-bookstore markets. And your narrative can point of the interdependencies of market segments rather than dealing with them as isolated groups.

## 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))

### Chronicling America

<http://chroniclingamerica.loc.gov>

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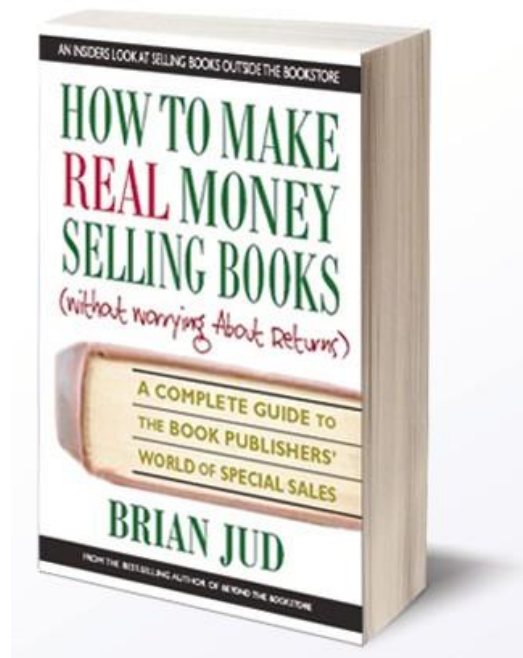
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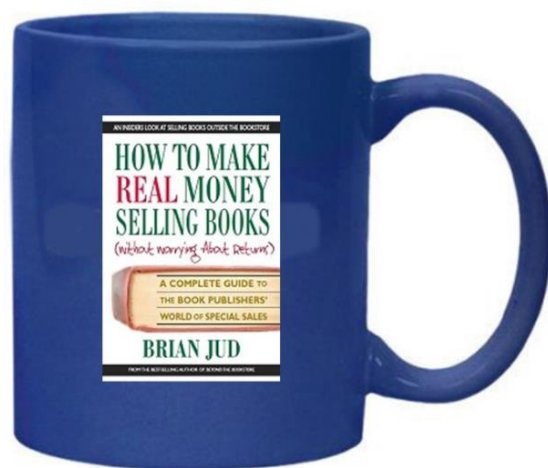


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( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

### Contact Information for Brian Jud

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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)