

Here is your September 24, 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 20 Number 416 September 24, 2018

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Top inquiries from the salespeople for the week ending 9/21/18

Title

Quantity

Information from APSS

APSS Bi-Weekly Top Ten List

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How to Reach Non-Retail Buyers A New Way to Generate More Ideas By Brian Jud

Last year over 800,000 ISBNs were assigned by Bowker. If you want to sell more books in such a crowded field, they need to stand out in a positive way. In their effort to rise above the competition, authors conduct innovation sessions to think outside the box, brainstorming for the best creative strategy. This can put undue pressure on them to come up with the one best idea. In most cases, that burden will reduce creativity.

However, innovation is still required for your books to get noticed. If you reduce the anxiety to find the best way to become more noticeable, your creative sessions can be more effective. These three steps to creative problem solving can help you do that: 1) Intention, 2) Attention, 3) No Tension. Define the problem, gather information, then relax and let ideas come to you.

- **Intention.** The topic may be the fact that sales are down, but that is a symptom of a deeper issue. Define the cause of the problem so you know exactly what you are trying to accomplish. The emphasis here is on clarity. Focus on what you want to accomplish
- **Attention.** Innovation doesn't start with good ideas - it starts with good questions. Ask, why sales are sales down. Are you addressing the proper target audience? Is the content sufficiently unique? Are you selling only through bookstores, or could you sell to non-bookstore buyers?

Frame your questions to stimulate multiple responses. If you say, "Where else can we sell this book?" then the first plausible idea will answer the question. Instead, ask, "In how many other markets can we sell this book?" This will generate other possible solutions such as selling to or through buyers in corporations, government agencies, associations, non-bookstore retailers, book clubs or academic markets.

Instead of searching for an idea that *must* work, stimulate an array of ideas from which you may choose. Sometimes a thought needs a little more attention, just a minor twist that unwittingly creates the perfect solution. Like trying to make a round peg fit into a square hole, it requires some shaving to make it fit.

- **No tension.** Remove the pressure to innovate. Creativity occurs best when you are not trying to make it happen. When you let go of the need to come up with *the* best idea, you can come up with several ideas, with one or two more likely to stand out.

This process is akin to using a kaleidoscope. Keep adding new ideas and giving it more twists. Eventually the entire picture changes and a new combination comes into view. Voilà, the real problem is solved, and more people will notice – and buy – your books.

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 is a media trainer. Contact Brian at brianjud@bookmarketing.com or www.bookmarketingworks.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**

How to Sell to Non-Bookstore Buyers Sell Books Through Gift Shops at Zoos and Parks -Part One

Part Two (*How to Sell to These Stores*) will be published in the September 24 issue of *Book Marketing Matters*

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)

People ask me, "What are the key factors that separate the successful (15 percenters) from the 85 percenters (the ones that don't 'get it') from the average?" Number one was 'A commitment to personal development - committed to being the best person possible'.

Number two was 'Learning' - "One idea, well executed, can change your life forever." One spiritual idea, one health idea, etc.

The third one is those in the top 15% are generally accomplished at 'Networking' or as Tommy Spaulding says "net-givers." These folks believe, as I do, that "One person who's attracted to you, because of who you have become, can change your life forever."

Number four was "Principles" or "principles of success." My definition of a principle is: "A universal truth, when applied, almost always works." You can't control everything but if you understand the principles and apply them you're on "the path".

Also, I'd like to talk about DISCIPLINE: None of the previous characteristics matter if you don't have discipline - discipline in all six areas of your life. In fact, of all the six characteristics, knowing the PRINCIPLES OF SUCCESS and having the DISCIPLINE to execute them are the two most important ones. Be a 15% person headed toward being a 5% or even a 1%.

Make sure your daily habits include a "spirit of gratitude" - a powerful psychological effort. Then Soar with Eagles!

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)

Ideas for Selling to Non-Bookstore Buyers – Guy Achtezn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

Marketing Strategy

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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>)

Guest Columnist –

The Very Idea

(Editorial by Brian Jud)

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)

Artisanal Prose – Adele M. Annesi

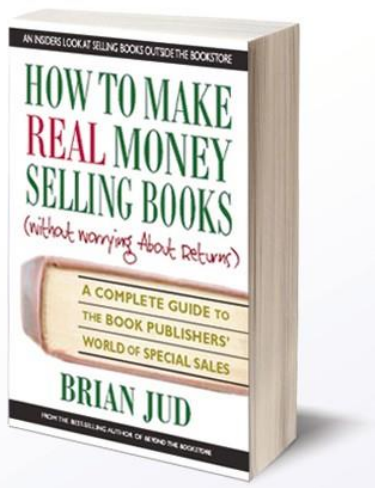
(Adele is an award-winning freelance development editor specializing in fiction and nonfiction, and a co-author of *Now What? The Creative Writer's Guide to Success After the MFA*. She may be reached at a.annesi@sbcglobal.net)

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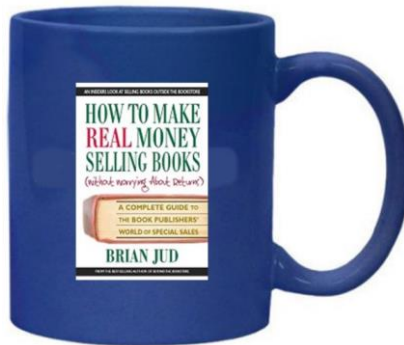
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Contact Information for Brian Jud

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

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