

Here is your October 22, 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 22 Number 418 October 22, 2018

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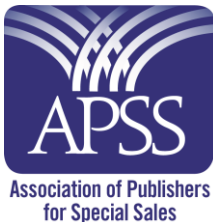
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Top inquiries from the salespeople
for the week ending 10/19/18

<u>Title</u>	<u>Quantity</u>
<i>A Quest for Good Manners</i>	1800
<i>Winston The Duck</i>	250
<i>A Dog to Remember</i>	2200
<i>Zack's Zany Zucchini</i>	1550

Information from APSS



\$50 Gift Certificate If We Cannot Give You At least 3 Examples of Prospective Buyers for Your Book

Can you stump the experts? Guy Achtzehn and Brian Jud will be on the call to give you examples of prospective buyers for your book. If we cannot give you at least three possible buyer types, we will send you a gift certificate for \$50. This applies to fiction, nonfiction, children's books, cookbooks -- whatever! Of course, if we can give you more potential buyers we certainly will. And that will most likely be the case.

This event is sponsored by APSS and will take place on October 30 at 7:00 pm Eastern Time. You will be in the spotlight for 15 - 20 minutes, depending on the number of people on the call. You can stay connected for the entire time to listen to the consults for other authors.

To take advantage of this opportunity, register at <https://bit.ly/2CtRy6Y> Then send a cover image, your 30-second elevator pitch and description of your target readers to BrianJud@bookapss.org. The cost to enter this program is \$25 per title. To pay that fee, use Paypal account brianjud@bookapss.org or arrange with Brian Jud to pay with a credit card.

Take a shot at baffling these two book-marketing pros. If you can do it, we'll send you the \$50 gift certificate.

APSS Bi-Weekly Top Ten List

Top Ten Ways to Become Perceived as the Expert in Your field (and become the spokesperson for a corporation)

1. Understand your target audience(s) and the problems they want solved
2. Know your subject: past, present and future
3. Communicate solutions, not products during your events
4. Be regular and consistent in time, topic, voice and message
5. Use a variety of tools: publicity, social networking, website, media
6. Anticipate and discuss future trends and reasons why
7. Discuss different or new approaches to solving problems
8. Write and publish a book
9. Have a unique message and brand
10. Increase your visibility: speaker, seminars, webinars, networking

Create Hybrid Sources of Revenue By Brian Jud

It is difficult to make a living as an independent publisher if you view yourself as a purveyor of books through bookstores. Typically, when one responds, "I'm an author," to the question, "What do you do for a living?" the inquiring party usually follows with, "But what do you do to earn money?" However, if you reply, "I'm a publishing professional," you are usually received with nodding understanding. The difference is as enormous as it is subtle. A publishing professional runs a business, relying on multiple streams of revenue for maximum income.

Relying exclusively on book sales can limit your income. This wall could be reached because of seasonal demand for your content, or your reliance on sales only through bookstores – bricks and clicks. You may have a small target market, inadequate planning or insufficient funds for promotion. The list goes on, but the fact remains that a variety of circumstances can conspire to limit the sale of your books, and subsequently your income.

This concept of multiple sources of revenue does not mean adding additional titles. It implies various ways in which you could generate funds. This can be accomplished through a combination of products and services, such as product sales (line and brand extensions) combined with author extensions (conducting seminars, making personal presentations and consulting) or other activities that stimulate additional cash flow.

There are two characteristics that go into creating a profitable hybrid offering. The first is that the products and services are *complementary*. This means that the degree to which the value to the customer increases when both are used together. An example would be selling your book at the back of the room following a personal presentation. The other is *independence*, or the ability for your customer to derive value from each separately: your customer can learn from your book without also attending the presentation.

When combinations of products and services are examined through the lens of being complementary and independent, three bundles emerge. These are product-focused, brand-focused

or author-brand focused bundles. Taken together as a hybrid marketing strategy they deliver a single message to several audiences in different ways.

1) Product-focused bundles. If you prefer to focus on selling tangible products, you might choose a strategy of creating line extensions. Line extensions consist of introducing additional items in the same product category under the same brand name. Examples include offering an author's content as an ebook, audio book, booklet or in a large-print edition.

The Chicken Soup for the Soul series provides examples of independent line extensions reflected in the titles Chicken Soup for the Dieter's Soul, Entrepreneur's Soul, Parent's Soul and Writer's Soul. Yet this series may also be complementary because the content is delivered in the form of cartoon books, picture books, daily inspirations, large-print books and Spanish titles.

There are many benefits of product-focused bundles. They are independent because customers could buy them separately, yet complementary because combining them can enhance their value. For example, I added a CD-ROM to my book, *Beyond the Bookstore*. The content of the CD-ROM augmented what was in my book – not duplicate it. Product-focused bundles also expand your brand's presence on retail shelves, offer customers more variety and can increase overall sales, revenue and profits. These extended lines yield more efficient prospecting since numerous titles and forms are more likely to meet the varied needs of potential customers. Independent, complementary extensions yield greater marketing efficiency since overall promotional costs are spread among a variety of products.

2) Brand-focused bundles. Implement a strategy of creating brand extensions by using an existing brand name to launch products in other categories. Jack Canfield and Mark Victor Hansen again provide good examples of brand extensions. There was a Chicken Soup for the Soul television series in addition to branded greeting cards, pet treats, giftware, puzzle books and sleepwear. These are also complementary since they may be sold in similar places and ways. These could be sold near their books online and through gift shops, direct marketing, pet stores, specialty stores, supermarkets and pharmacies.

There are many benefits for the publisher who implements a branding strategy. It can enhance brand equity among present and new users as it makes your brand more relevant and visible. It encourages sales of multiple products at the same time. And if you "own" the shelf it identifies you as the genre leader. In addition, it can help you build a customer following, maintain higher price and profitability levels, and meet price competition with one imprint while maintaining a higher price on another.

3) Author-Brand Focused Bundles. This strategy may be your choice to stimulate revenue from a variety of sources with multi-talented authors. While the publishers are not paid for the additional services, they receive the revenue from the concomitant books sales. And a well-known author stimulates book sales for current and future titles.

Your authors can extend their brand through writing articles, consulting or making personal presentations on their topics. They can also build an aura of expertise by conducting webinars, producing podcasts and contributing to blogs.

These actions are complementary since your authors can speak to groups and then sell books following their presentations. In addition to demonstrating their command of their subject they are paid a speaking fee and for the sale of their books. As their reputations grow from contributing articles and blog content their book sales increase proportionately.

An author-brand strategy is highly independent since each element stands on its own. Yet the combined impact of an assorted marketing strategy increases long-term revenue as it solidifies its base. It also helps authors differentiate themselves from their competitors while selling a commoditized product.

A hybrid strategy can increase you top and bottom lines if you use these examples to customize a productive combination for each author. It can improve market share and profitability by being scalable. Multiple sources of revenue permit sub-branding to leverage the halo effect. Hybrid offerings attract new customers and increase demand among existing ones by giving them more ways to purchase content. And they enable publishers to boost their revenue and improve liquidity at low risk.

Brian Jud is the Executive Director of APSS (www.bookapss.org). He is also the founder of Book Selling University (www.booksellinguniversity.com) and the author of "How to Make Real Money Selling Books." Brian offers commission-based sales of books to buyers in non-bookstore markets. Contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; brianjud@bookmarketing.com or www.premiumbookcompany.com twitter.com/bookmarketing

**Excerpt from *Write Your Book in A Flash*
The Paint-By-Numbers System to Write the Book of Your Dreams—Fast!
By Dan Janal**

Writing should flow from your mind onto the computer screen as easily as words flow from your mouth. If you are in a flow state when you write, you should have no trouble completing your book. I'm here to help you find your flow and remove obstacles that impede flow. Flow is the mental state of being completely immersed in an activity. You are so absorbed in this activity that you don't notice time passing.

If you find writing difficult—or hard at times and easier at others—you're not alone. Many writers, including successful professional writers, must overcome limiting beliefs holding them back from reaching their potential.

Let's face it: It is easy to write, but it is also easy to not write. It is easy to get distracted or discouraged.

Everyone has a voice inside his or her head saying, —You can't do this,|| or —Let's do this later.|| In this chapter, I'll share limiting beliefs my seminar and webinar participants have told me they've experienced. I'll share ideas to overcome limiting beliefs. Then we'll look at several exercises to help you overcome your limiting beliefs.

You might wonder why I'm asking you to overcome limiting beliefs. The previous chapters helped you get focused on a high level. You did great work, but now you need a break from writing. Writing a book is like running a marathon. You just sprinted. You ran great, but now you need a breather. You can't keep up this pace forever. You need to recharge.

Let's work on the inner game of writing to help you get through the dip, fight resistance, and battle procrastination, which are inevitable parts of writing a book. Let's look at how to overcome your limiting beliefs.

Be Enthusiastic

First make sure you really, really, really want to write this book! Are you enthusiastic about the book? Is it your life's purpose? Do you see how the book can help you reach your goal, whether that goal is making money, making the world a better place, or satisfying your ego? If you have a strong enough reason to write the book, you probably will finish it.

To paraphrase Rachel Aaron in her book *2K to 10K: Writing Faster, Writing Better and Writing More of What You Love*, if you aren't enthusiastic about writing the book, chapter, for example, then your readers certainly won't want to read it. She cuts scenes if she is bored when she edits her books. That's brave.

Your book does not have to be an all-encompassing encyclopedia on your topic. It should not include all the boring dribs and drabs of sleep-inducing trivia. You should fill your book with material that excites you so that your readers want to take action and follow your ideas.

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 or go to <http://geni.us/writeyourbook>

How to Sell to Non-Bookstore Buyers

Create Successful Distribution to Retailers (not just bookstores)

Every publisher wants to increase book sales through bookstores. However, sales through other retail outlets can also increase the volume and velocity of your revenue. These include discount stores, airport stores, supermarkets, gift shops, specialty stores, pharmacies and many others. Each of these segments has a pre-ordained distribution network, and you must work within that structure to get your book on the stores' shelves.

Finding the proper distributor is not difficult, although you will have to work with different companies in various segments. But once you have distribution in place, will you be just another one of their clients, or will you make your titles stand out and be sold? Getting its representatives to actively sell your books instead of others requires special effort. Perform properly in four areas and you can increase the number and speed of your books moving through the pipeline.

1) Choose the best distribution partners

A successful distribution partnership is a two-way street. They must choose books that fit with their product line, competitive titles and retail customers. You must provide quality content, priced properly and supported by targeted and frequent promotion.

2) Utilize their expertise

Once you make the mutual decision to join forces, create a relationship. Ask their opinions about the cover design, page layout, pricing and your promotion plans. Listen to them and adapt your marketing strategies to reflect their experience. If you intend to sell your children's book through supermarkets, should the cover look more like a box of kid's cereal? Will the retailers discount your book heavily (as a warehouse club might do) or sell it at list price (such as in airport stores or museums). What are the best promotional techniques to reach each segment?

3) Education

The channel members know retail distribution better than you do. But you know your content, unique buyers and competitors better than they do. Help them become more successful by educating them on what you know best.

Describe your target audience. Define your prospective readers in objective terms such as age, income and education. It is not necessary to describe them as between the ages of 25 – 45 with income of \$50,000 or more. While that is helpful, it may be more useful to define them in general terms.

Also describe potential buyers in subjective terms. If your book is about increasing wealth, readers may have a variety of objectives. You could sell it to a younger adult audience saving to buy a new home or saving money for their children's college fund. Use a different appeal to empty nesters saving to buy a boat, a second home or an exotic vacation

Describe your content

Consumers do not buy 320 perfect-bound pages of words. They purchase what the content of those pages does for them.

Describe your competition. Some authors maintain the unlikely perception that they have no competition. Conduct a search on Amazon to find your top competitive titles and discover your book's unique point of difference.

4) Target your promotion to each rung of the distribution ladder

The unique value you bring to the supply chain is defined and promoted differently at each level. Distributors want quality books that are supported with a creative and well-implemented marketing plan. Retailers want a product that will increase store traffic and move off the shelf quickly and profitably. Consumers want information that will help them in some way. Your job is to make each level aware of your book's unique value and how it will help them.

Providing value does not require a huge investment. It is simply a matter of knowing what your distribution partners want and showing them how you can provide it. Provide your channel members with current, practical solutions to their problems, and that will elevate you from the mass of average suppliers to the level of trusted partner. Then watch your sales increase.

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)

Leadership and Life Lessons from Amazon's Jeff Bezos

Chief Executive Jeff Bezos tries never to schedule a meeting before 10 a.m. "I go to bed early, I get up early, I like to putter in the morning" reading the newspaper, drinking a cup of coffee and eating breakfast with his children, he said. Mr. Bezos schedules "high IQ" meetings before lunch, and tries to finish making his tough decisions by 5 p.m.

Mr. Bezos said his primary job each day as a senior executive is to make a small number of high-quality decisions. That means getting eight hours of sleep, too. "I think better, I have more energy, my mood's better," he said.

If he slept less, he could make more decisions. But it wouldn't be worth it. "If I have three good decisions a day, that's enough," he said. "They should just be as high quality as I can make them."

The insight into Mr. Bezos' philosophy on time management came as the Amazon founder Thursday addressed a crowd of roughly 1,400 at an event held by the Economic Club of Washington, D.C.

He reminisced on the early days of Amazon and the lessons he has learned during decades of rapid change as he went from founding the online bookstore in his garage to overseeing a massive company with several business lines and offices around the world.

That explosive growth helped push Amazon last week to briefly become the second U.S. company to reach a \$1 trillion market value, after Apple Inc., and has made Mr. Bezos the richest person in the world. It is a title Mr. Bezos said he has never sought. "I would much rather if they said like, 'inventor Jeff Bezos' or 'entrepreneur Jeff Bezos' or 'father Jeff Bezos.' Those kinds of things are much more meaningful to me," he told the audience.

While Amazon's stock is currently near record levels, he said he continues to tell employees the same thing he has told them in more than two decades of all-hands meetings.

"When the stock is up 30% in a month, don't feel 30% smarter, because when the stock is down 30% in a month, it's not going to feel so good to feel 30% dumber - and that's what happens," Mr. Bezos said.

He pointed to a quote by legendary investor Benjamin Graham who said, in the short term the stock market is a voting machine. In the long term, it is a weighing machine.

As Amazon searches for a location for its new headquarters-dubbed HQ2-cities across the country have been trying to woo the tech giant. At stake: 50,000 jobs and \$5 billion in investments.

"What you need to do is operate your company in such a way, knowing that you will be weighed one day," he said. "Never spend any time thinking about the daily stock price. I never do."

He also learned the importance of clarity when choosing a name for his company. He initially wanted to name his online startup Cadabra, as in the old magician's term abracadabra. When he called to speak with a lawyer about incorporating the company, the attorney misunderstood the name as cadaver. "I was like, OK, that's not going to work." About three months later, he changed it to Amazon: "Earth's biggest river, earth's biggest selection," he said.

Mr. Bezos spent time talking about one of his favorite topics: the customer. When he considered how to expand Amazon beyond its initial book, music and video businesses, he emailed a random group of 1,000 customers, asking them what they wanted to buy on his site. Most responded with whatever they needed to purchase in the moment, like windshield wipers. "I thought to myself, 'We can sell anything this way,'" he said.

Mr. Bezos said he would bring many of his business-leadership lessons to his new Bezos Day One Fund, which he announced Thursday and said would be funded with an initial \$2 billion to help homeless families and to form a new network of preschools in low-income areas.

Day One refers to one of Mr. Bezos's most fundamental lessons: how to keep a company in startup mode.

"Everything I've ever done has started small. Amazon started with a couple of people," he said. "It's hard to remember for you guys, but for me it was like yesterday that I was driving the packages to the post office myself and hoping one day we could afford a forklift." He has tried to maintain that spirit even as the company has sprawled to more than one-half-million employees. "Even though it's a large company, I want it to have the heart and spirit of a small one," he said.

Mr. Bezos now will bring his legendary customer focus to a new group - in this case, preschoolers.

"The No. 1 thing that has made us successful by far is obsessive, compulsive focus on the customer as opposed to obsession over the competitor," he said. "We're going to be obsessively, compulsively focused on the child. We're going to be scientific when we can be. And we're going to use heart and intuition."

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)

"I've been trying to sell my books to one corporate buyer for over two years. Why does it take so long to sell books to her?" Stephanie Riche

Many independent publishers try to sell their books only to bookstores and other retailers. Their efforts consist primarily of securing distribution partners to funnel books to retailers who put them on their store shelves. There the books remain, nestled among their competitors for a quick comparison of benefits and prices. The point-of-purchase sales process may take 10 minutes, since the risk of making a wrong decision is low. If the book does not meet expectations it is returned, and eventually makes its way back to the publisher.

Other publishers realize the vast opportunity of selling their books to non-retail buyers, but approach the sale in their traditional manner. They expect a similarly short selling cycle because they are unaware that retail selling is much different from the process for selling books to non-retail, buyers. Primarily, corporate buyers do not purchase your books to sell off a shelf. Marketing people use your book's content as a tool for selling more of their products. Or, Human Resource managers use your content to motivate, educate or reward employees.

Additionally, there is little formal distribution structure in this segment. Publishers must make the sales calls themselves, or work through promotional-products sales people. These independent sales representatives grow their businesses by seeking and selling to a continuous source of new prospects. They learn their prospects' needs, propose solutions, make multiple presentations, negotiate the terms of each sale and service the business once the order is placed.

This process takes considerable time, if for no other reason than that the buyer's risk of making the wrong decision is considerably higher since their book purchases are not returnable. Here is a description of the typical steps required to make a large-quantity, non-returnable sale to a professional corporate buyer.

Step One: Search for prospects to create new opportunities

Create a prospect list to find new buyers for your books. These could be marketing people, C-level executives, HR managers, sales managers, meeting planners, and prospects at government agencies or at schools.

Step Two: Qualify and prioritize your prospects

Not all prospects are equal in their ability to purchase your books. Some may be entrenched with competitive products, have no budget to purchase, or may have recently concluded a promotional campaign and are not currently in the market. Decide which are the best sales prospects at this time and concentrate your sales efforts where they should get the greatest return.

Step Three: Meetings with each prospect

Once you have a few good leads, meet with them to introduce yourself and your ideas. You may have to meet several times to set the buying criteria, objectives for the campaign, and plans about how to proceed.

Step Four: Planning

Detail your plans and budgets describing how your book will most cost-effectively reach the stated objectives. Organize this information into a proposal describing why your proposition is the best solution among competitive proposals, given the buyer's objectives.

Step Five: Initial presentation

Next, present your proposals to the decision makers. If there are multiple decision makers (or if the potential order is very large), you may have to return several times to meet with each, securing the agreement of every person involved in making the decision.

Step Six: Due diligence

Depending on size of the investment required to purchase your books, the prospective customer may investigate its impact on employees, sales, brand image, competitive position, customers, suppliers, salespeople, purchasing policies, warehousing procedures, previous promotions, marketing plans, budgets as well as short-term and long-term business plans.

Step Seven: Follow-up

You must stay involved during your prospect's due diligence to make sure the outcome is favorable. In some cases, new information is revealed, budgets are changed, personnel may change and the process begins anew.

Step Eight: Negotiation

Rarely is your initial proposal accepted in totality. All parties typically negotiate in good faith to get the best deal. Negotiate in a way that creates long-term relationships resulting in recurring revenue.

Step Nine: Service the order

Once the order is placed, track it closely to make sure the correct books are shipped at the right time in the right quantity.

Each of these steps could require a few weeks -- or a few months -- to complete. You can perform all these steps yourself, or you can hire promotional salespeople to do them for you. Or, my company can sell your books for you on a commission basis. Regardless of who does it, all these actions must be taken in the proper sequence to consummate the sale, build the relationships and create lasting revenue. And that takes time.

The Number of Self-Published Titles Cracked 1 Million in 2017
By Jim Milliot, *Publishers Weekly*

The number of self-published books topped the 1 million mark for the first time in 2017, according to Bowker's annual report on the number of ISBNs that were issued to self-published authors. The total number of ISBNs issued last year rose 28% over 2016, to 1,009,188.

The gain was due entirely to the increase in the number of print ISBNs issued by Bowker last year—879,587, a jump of 38% over 2016. The number of ISBNs issued for e-books released by self-published authors fell 13% from 2016, to 129,601.

While Bowker noted that the 2017 decline is the third consecutive year the number of ISBNs issued for e-books fell, the drop is more likely due to authors moving to Amazon's KDP self-publishing platform than an overall decline in the number e-books that were self-published last year. Bowker's e-book numbers are based on ISBNs issued, and since KDP uses Amazon's own ASIN identifiers, KDP's titles do not appear in the Bowker data. Amazon does not disclose the number of KDP titles that it releases annually.

Bowker does, however, capture the number of print books produced by Amazon's CreateSpace division, and the figures show a 50% increase in title output in 2017, with the number of self-published books released by the company reaching nearly 752,000. CreateSpace's closest competitor in the print space, Lulu, saw units fall 5%, to 36,651.

The number of print ISBNs issued by the various imprints of Authors Solutions fell again in 2017, dropping 19%, to 15,667. The number of print ISBNs issued annually by Author Solutions has fallen every year since 2012, when the company had 31,531 print self-published titles. Absent numbers from Amazon, Smashwords had the highest number of e-book titles last year, although the number fell 15%, to 74,290. Lulu was in second place with 30,747 ISBNs, down 3% from 2016. Author Solutions had 10,203 e-book titles last year, down 6% from 2016

The total 28% gain in self-published books last year was a marked improvement over the 8% increase in self-published titles released in 2016 compared to 2015. Last year, Bowker's director of identifier services Beat Barblan suggested that the 8% gain showed that the self-publishing market may be maturing, but the much higher increase in 2017 prompted Barblan to comment that the growth in self-publishing "shows no signs of slowing down."

Editors' Note: Competition to sell book through bookstores (bricks and clicks) is now 1 million times more difficult. You now have 1,009,188 reasons to sell to and through non-bookstore buyers

Spotlight on a Course in Book Selling University



Book Selling University has courses to help you produce better books and sell more of them. This month's featured course is BSU-119: Understanding PR Strategies and Timelines, by Marika Flatt. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

Ideas for Selling to Non-Bookstore Buyers – Guy Ahtzahn

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

Corporate executives can purchase your books in large, non-returnable quantities. However, the process to convince them to buy is not short, nor is it easy. These people are spending their company's money, so they must justify their decisions to those higher up the organizational ladder. The decision makers negotiate with you to get the best deal and to confirm they know the answers to the right questions. Much of your sales success will be the result of making the buyers feel they are making the best decision.

Most publishers are not skilled negotiators and may feel at a disadvantage when dealing with a person trained in salesmanship. Yet in most cases, a sale may be more likely if you know how to recognize and avoid the situations that could automatically disqualify you as a sales professional. Here is one of the top negotiating traps in which you could unknowingly find yourself.

Neglecting the other person's problems

Corporate buyers want to solve their problems, not yours. As a consultant, your job is to show them how they can use your content to improve their circumstances in some way. For a marketing director this could be increased sales, revenue or profits. An HR manager may seek a better trained, informed or motivated workforce. Focus on minimizing their troubles as a means to solving your own.

Begin by understanding your counterparts' interests and shape the decision so your prospects agree to the sale for their own reasons. Your objective is to create sustainable value without being perceived as being manipulative.

How can you discover their problems? Your initial research should help. Ask questions about their objectives. What do they want to accomplish with a promotional campaign? What went right (or wrong) with their previous promotional campaigns? Find out what problems they want to avoid. One question that can elicit that information is, "If you could wave your magic wand, how would you describe the ultimate sales promotion?"

Another technique requires a little preliminary commentary. Summarize as if you are leading up to a closing question. List all the points to which you have agreed so far. You may be able to feel the tension build as your prospect thinks a decision is imminent. But you feint with a different question, eliminating the tension and getting the relieved prospect to open up. Say something like, "Let's suppose we agree to begin the campaign today. Now place yourself a year from today as you look back over the campaign. What would it have accomplished? What would make you glad that you agreed to begin today?"

This is not being manipulative. You are not trying to get your prospects to do something against their better judgment. You are trying to get a better understanding of what the other party really wants, and how you can help them get it. Asking questions is usually the least threatening way to do that. If you want to change a person's mind, first know where that mind is, where it wants to be and how you can help it get there.

A quotation that is generally attributed to Brian Tracey states, "One convinced against his will is of the same opinion still." This means that if you tell people how much better off they will be with your solution, they may agree with you on the surface, but deep down they may reject your conclusion. And they may resent the fact that you are not listening to their concerns but are pushing your own agenda perhaps at their expense. Decisions made in that frame of mind are usually reversed and the order never placed.

Instead, ask questions to get people involved. Lead them to their own conclusions based on what you get them to say, think and feel. Build the "golden bridge" spanning from where the other person is now to his or her desired end point. A better quotation would be, "Those convinced by what they say will sell themselves and stay that way."

Marketing Strategy

Put some magic in your thinking by asking “what if” questions. What if highway blacktop came in blue top or red top depending on the speed limit? What if gravity were suspended for one minute out of every hour? What if there were no bookstores – how would you sell your books? Such questions could stretch your thinking and help lead to new ideas. What off-beat “what if” questions can you ask that could open your mind to think about your concept in a different way? Here are some to get you started:

What if you were given three wishes, what would you wish for?

What if you could have a party and invite anyone (dead or alive), who would you invite?

What if you could be a character in the book of your choice, what book/character would you choose?

What if birds aren't singing but they are screaming because they are afraid of the heights? (just kidding)

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>)

Because of certain laws and union contracts, some corporations are now required to provide retirement planning for employees, as well as help for those they lay off or fire. Books are great resources for either program. Monsanto bought 800 copies of Crisp Production's Retirement Planning Guide to give to its employees to help them with their retirement plans.

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

Most of the time what interviewers are looking for are three big points. Understand that before going in. When they ask, “So, what are the big issues here?” you can say A, B and C. Now you've begun to manage your interviewers. You've steered them into an area without making them feel foolish, without dictating terms per se. They want to bring out the best in you, and they want to look their best, too.

The Very Idea

(Editorial by Brian Jud)

Be prepared to talk about your book anytime, anywhere.

If you are proficient at speaking before groups, you may also be able to sell your books at list price following your presentations. This is called back-of-the-room selling, and it can be profitable. And superior speaking skills make your in-store events and library tours more effective.

Get meeting planners to buy your books beforehand. Persuade them to buy enough for everybody in the audience, and then refer to it during your presentation to reinforce important points. Encourage advance purchases by incorporating the cost of the books in your speaking fee.

Whenever Judith Briles is contracted to speak for a group, she brings her books with her. “People buy them at full retail. And returns aren’t an option. Initially, I only accepted checks or cash. But when I got a merchant account, sales doubled,” she said. Her personal record for onsite sales was at a conference in Salt Lake City where approximately 700 heard her speak. In six hours, she sold \$15,000 in books.



You can still make money from back-of-the-room sales even if you abhor public speaking by having other speakers sell your products for you. Contact professional speakers who are knowledgeable on your topic to see if they would be willing to sell your titles for a percentage of the sale. Locate speakers in a nearby chapter of the National Speakers Association <http://www.nsaspeaker.org> or Toastmasters International at <http://www.toastmasters.org/>

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)

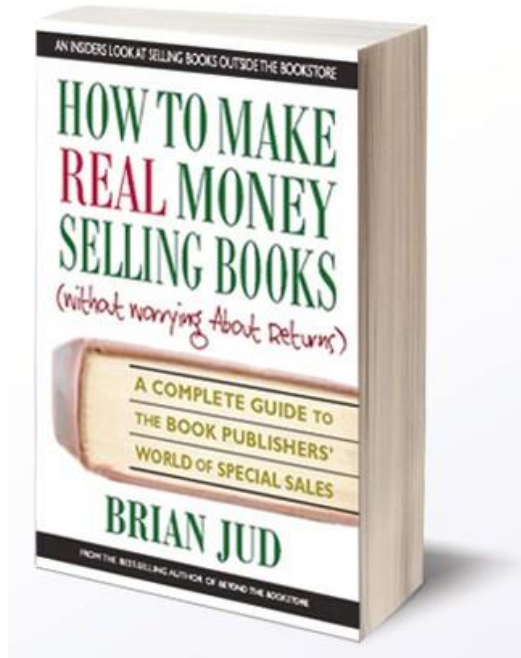
Planning is important as a first step, but shouldn’t consume an inordinate amount of time, especially for a start-up. Focus on your customers, then start on your path in a considered direction. Then experiment, evaluate and iterate.

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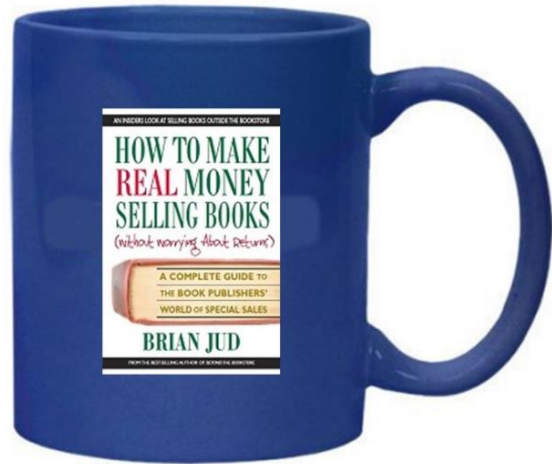
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He also offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. www.premiumbookcompany.com

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.

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