

Here is your November 5, 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

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

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All non-returnable.**

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Or www.premiumbookcompany.com**

**Top inquiries from the salespeople
for the week ending 11/2/18**

| <u>Title</u> | <u>Quantity</u> |
|---|-----------------|
| <i>Sexy for Life</i> | 2900 |
| <i>Alaska Pocket Wildlife Guide</i> | 475 |
| <i>Prescription for a Successful Life</i> | 1200 |
| <i>Why Golfers Still Slice</i> | 8900 |

Information from APSS



On January 1, 2019 APSS will celebrate our five-year anniversary. It was then that Brian Jud took over SPAN (Small Publishers Association of North America) and changed the name to the Associate of Publishers for Special Sales.

APSS is part of a 25-year story. The history of APSS has its roots in COSMEP, an organization of self-published authors that was functional through the early 1990s. This was the time in which book marketing on the Internet was in its infancy and Amazon.com was only a concept in the mind of Jeff Bezos.

As an early response to the industry's transformation, Marilyn and Tom Ross acquired COSMEP and morphed it into the Small Publishers Association of North America, or SPAN. In 2003, Scott Flora acquired SPAN from Marilyn and Tom, and took over as the Executive Director. Brian Jud took it over on January 1, 2014, changed its mission to non-bookstore marketing, and APSS became the only trade association in the world with its sole mission to help its members sell their books in large, non-returnable quantities to non-bookstore buyers.

APSS Bi-Weekly Top Ten List

Recurring revenue is a major benefit of business-to-business selling. If you do all the right things on each order, companies may re-purchase your book on a regular basis. But this is only one benefit of building your customers' loyalty to you and your titles. Here are the **Top Ten Benefits of Building Customer Loyalty**.

1. Your cost of sales decreases and you become more profitable
2. Your customers are less likely to switch to competitors' books
3. Customers buy your future titles, sometimes placing pre-publication orders
4. Your customers' acquisition costs are lower
5. They will give you an endorsement and referrals
6. You may be able to get a higher price for your books
7. Negotiations become less confrontational as trust increases
8. Deliveries tend to go more smoothly as customization and shipping factors become routine
9. Customers co-develop books with you
10. Loyal customers may invest in your business to finance your growth

How to Sell to the World's Biggest Retailer By Brian Jud

During an interview, Duncan MacNaughton, Chief Marketing Officer at Walmart, U.S. said, "We are a pretty big company and our size can be daunting to potential vendors, but that isn't true. We are constantly challenging our buyers to help us be relevant and local. And smaller suppliers play an important role in that. So, if you think your company is too small to sell to Walmart, think again."

Walmart is open for business and you can sell to them. What does it take to get on their shelves? You do not have to be a large publisher to sell your books to them, but you have to know what you are doing in order to be successful. The submission process is outlined on their website. Follow their guidelines and if your product looks promising a buyer will contact you for a direct conversation.

Having a quality product is only part of the equation for a successful bid. Your book must be something that Walmart customers really want, and can be sold to them at a reasonably low price. Demonstrate that you have Walmart customers in mind, and you are not simply focused on selling your books. Your submission package should demonstrate that you have done your homework and should answer these questions on the buyer's mind.

1. **What customer research have you done?** Go to their website and learn about the company, its customers, objectives, policies and procedures. Visit your local Walmart stores to understand the types of books on their shelves. To what demographic groups does the selection address? What needs are being met? Does your content fit in with that selection? Talk with the category buyer to find out about their customers and products. Document your research in your proposal.
2. **What are the author's credentials?** Provide an author biography to answer the question, "Why is this person qualified to write on the topic?" If submitting fiction, what are your previous titles? What is your training in writing fiction? Do you have significant endorsements and testimonials? Has the author (or the book) won any awards?

3. **What is your marketing plan?** Provide a summary plan rather than a lengthy document. Begin with a brief synopsis of your proposal. Define your target readers and how they fit into the Walmart customer composite. In 50-words describe your content and its relevance to Walmart customers. Where is your book sold currently, and what are your sales figures?

What similar titles were (or are currently being) sold through Walmart? List competitive titles, prices, and how your book is different and better. “One of the best ways to get your product on the shelves at Walmart is to offer us an innovation our customers can’t buy elsewhere,” say Mr. MacNaughton. “We work with some vendors and help them tailor a product to suit our customers. We love to be involved in this upstream innovation,” he adds.

4. **What kind of promotional support can you offer?** Remember that simply having your book on the store shelves does not guarantee sales. What will you do to drive people into the stores to purchase your book? Describe your promotional plans and budget. Include your projected (or current) publicity efforts. What print or broadcast coverage do you anticipate? What is the publicity firm with which you are working? Do you plan to do any advertising? What sales promotional tools will you use to generate repeat exposure and store traffic? Is the author available (and willing/experienced) to do in-store events?
5. **How can your business play a role in Walmart’s women’s economic empowerment initiative?** Walmart has a formal supplier diversity program designed to expand its base of minority- and women-owned suppliers. Does your business fit into that category?
6. **What is your capacity to meet their supply-chain needs?** Do you have a distributor currently selling books to Walmart? It is not a requirement, but it is a positive factor. How many books do you have on hand and how quickly can you print and ship additional copies?

One pitfall is trying to sell Walmart a product that has no customers. You might assume that if you can get your book on Walmart’s shelves, customers will automatically buy it. That is not true, and is one of the reasons why they have such a detailed product-submission process.

Mr. MacNaughton concludes, “When we manage our business we think about running one store at a time, one aisle at a time – and that’s the way to think about doing business with us. We truly are open to buying from companies of all sizes if they have the right products and plan.”

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

When you look at the back of other books, you’ll see the sales copy is shorter than 400 words. So why do you need to write 400 words for your book?

For starters, you can write 400 words more easily than 50 words. When you write 50 words, you limit yourself. You edit as you write. You cut words and ideas. You censor instead of create. As you write, you will think of ideas, concepts, phrases, and words you would not have thought of if you had stopped at 50 words. You will get into a flow state that makes it easier to express yourself.

Your Turn: Trim Your 400-Word Description to 50 Words

Mark Twain famously said, “I didn’t have time to write you a short letter, so I wrote a long one instead.” The same is true with your executive summary book description. Now that you have

written 400 words, chop it to 50!

I know that sounds cruel because you love each word! However, Amazon and the back cover can fit only so many words. Would you rather cut those words, or would you rather have someone else cut them for you? Either way, words will be cut because readers lose interest quickly.

Here's my 50-word version:

Write Your Book in a Flash shows business executives, entrepreneurs, and thought leaders how to write their book without tearing their hair out. Learn the paint-by-numbers system so you can have fun sharing your ideas. Thought-provoking exercises guide you to success.

Write your 50-word description now.

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

Before You Launch Your Book, Do Some Test Marketing

Have you ever done something and later regretted having done it? Or wished you could change part what you did? There is a way you can minimize mistakes in producing and marketing your books. At this one simple step can help you become more profitable. It is not difficult and can even be done for free.

The one step is test marketing – asking people to comment on your cover design, page layout, one-sheet, piece of selling literature, or even a sales presentation. If you experiment beforehand with different ways of accomplishing a task, you can reduce errors and make the end result more product in generating revenue.

Test marketing does not have to be an expensive focus group (although it can be if you so desire). For example, get feedback on potential titles, content and pricing while exhibiting at trade shows. Or, post different cover designs online (your website, Facebook page) and ask for feedback. Even make a sweepstakes out of it by offering a free copy of the finished book to people who respond. If you are member of a publishing group, ask associates for feedback. You can conduct a media interview or practice a sales presentation asking employees or friends to give you a critique. Regardless of how you do it, experimentation before implementation yields success-acceleration. Here are several benefits of test marketing:

1. Discover manuscript improvements
2. Get product-placement ideas
3. Sell rights (foreign, movie, electronic, serial)
4. Publish books with better cover designs and page layouts
5. Win more award competitions
6. Get more testimonials and endorsements
7. Build *buzz*
8. Increase the size and involvement of people in your platform
9. Build awareness among prospective buyers in your target markets

10. Predict life-cycle stages, and plan strategies for each
11. Improve your website
12. Determine if you have the resources to succeed (personal, financial)
13. Increase traffic at your tradeshow booth
14. Come up with a better title for your book
15. Test order-fulfillment processes
16. Make promotional campaigns more productive
17. Improve media performances
18. Create a more realistic timeline for putting your promotion plans into action
19. Determine the applicability of content to trends
20. Limit your financial risk
21. Test your overall marketing strategy
22. Create more accurate forecasting
23. Generate new sales opportunities
24. Build strategic partnerships

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)

Find your center and use these three strategies to move from fear to fearless. Let's summarize a great week of rise and shine; this week I shared the strategies I gave at a presentation to a local Toastmasters group about the topic of moving from a state of fear and becoming fearless. Let's review the past two strategies I have this week, and then I will add the third. 1. Awareness, or Education; education squashes fear, which is usually born from ignorance; 2. Find your WHY and you can persevere any obstacle and triumph; and last but certainly not least - 3. Engage! Take Action!! The antidote to fear is to move into the fear. You want to do it in this order because once you've taken care of the first two steps, you now have a green light to take massive action! Now, if you take the first letter of all three steps, you have the acronym; AWE! And when you consistently face your fears, you will be in awe of the path and legacy you leave behind! Fortune favors the brave!

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 want to get my book on the shelves in time for the Holiday sales. Is that a wrong way to think” Estelle Wall

First of all, it's too late to get into stores for 2018 Holiday sales. Today, corporate buyers are working on campaigns for Christmas 2019. Retail buyers bought Holiday-appropriate books three or four months ago. Even the greatest idea released at the wrong time could be a loser. Publishing success can depend on timing. Is the timing right for your new idea? Are you rushing your book's publication to meet an artificial deadline (distributor's catalog or 4Q holiday sales)? What if you waited for 3 months? What opportunities will you miss if you don't do it now? What opportunities will you create if you wait?

Book-Marketing Tips – Roger C. Parker

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his www.publishedandprofitable.com)

Consider e-mail interviews when interviewing guest experts in your field. Live, recorded, interviews with guest experts are the best ways to research your topic, gain new content for your website or back-end products. They often open-up long-term relationships with your guests.

But, it's always great to have a fallback position in case your guest isn't comfortable with the live, teleseminar format, or simply doesn't have the time to commit to a specific time. When this happens, suggest an e-mail interview as an alternative. Submit your questions as an e-mail that your guest can simply respond to.

You can also submit your questions in a Microsoft Word document, sent to your guest as an e-mail attachment. This permits them to respond to your answers in greater detail, and respond to your questions over a period of time. Live teleseminar interviews are ideal, but e-mail interviews can offer a great alternative. Plus, you don't need to have them transcribed!

Spotlight on a Course in Book Selling University

Book Selling University has courses to help you produce better books and sell more of them. Today's featured course BSU-130: How to Create Your Personal Brand, by Carol McManus . 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)

Each industry and organization has its own way of looking at the world. For example, publishers think people want to buy books. What buyers really want is the information in the book. How can it help them? To paraphrase JFK, ask not what your customers can do for you, but what you can do for your customers. How can you redefine your perspective and communicate the benefits you are really selling?

Marketing Strategy

You don't control your sales and revenue. Sales and revenue targets are influenced by manipulating the marketing tools over which you have complete control. These are generally referred to as the Four Ps of marketing: the **P**roduct and its **P**rice, **P**lace (distribution) and **P**romotion.

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>)

Develop a contact list for each major subsidiary right you might sell. You should have a separate list for serial right sales, another for dramatic rights, another for reprinting, another for book clubs, and so on. In addition, each list should be broken down by category -- for instance, in science, or whatever other categories you specialize in publishing -- so you can quickly match your new titles to each potential buyer.

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

People are always looking for help. It's one thing they can never get enough of. People are saying, "Help me, help me, help me."

The Very Idea (Editorial by Brian Jud)



Before you can get people to hear what you have to say you have to get their attention in a positive way.

Here are ten ways to get the attention of people in your audience or reading your press release.

1. **News.** Relate your presentation to a recent, important event
2. **Primary Benefit.** Quickly present the outstanding benefit of your content to each different audience
3. **Reward.** Quickly show how your recommendation can help them reach their objectives
4. **Emotion.** An emotional story or quote from a well-known person in your field
5. **Prop.** Show your book with your prospect's logo on the cover
6. **Gimmick.** An unexpected way to get attention
7. **Challenge.** An easy-to-solve test
8. **Question.** Ask an open-ended question to stimulate conversation
9. **Curiosity.** Get attention with a different twist on your proposal
10. **Directive.** Get people to stop and think with a direct, concise call for action

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)

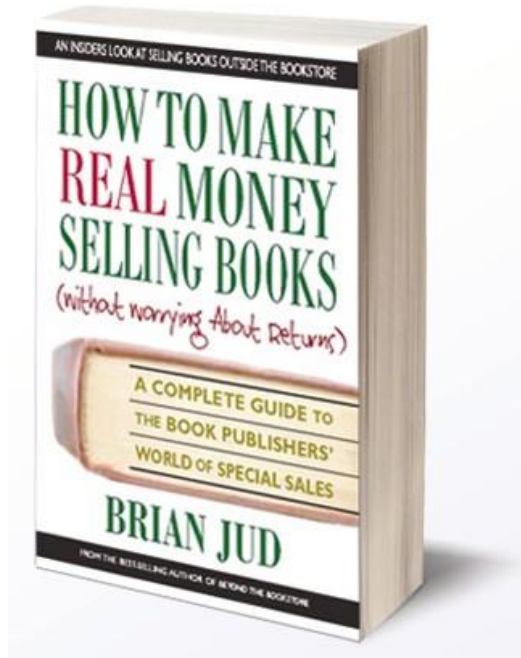
Planning is not fortune telling. It is simply thinking about what might happen in the market place or among your competitors, and then deciding in advance what options could be available

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Become more profitable

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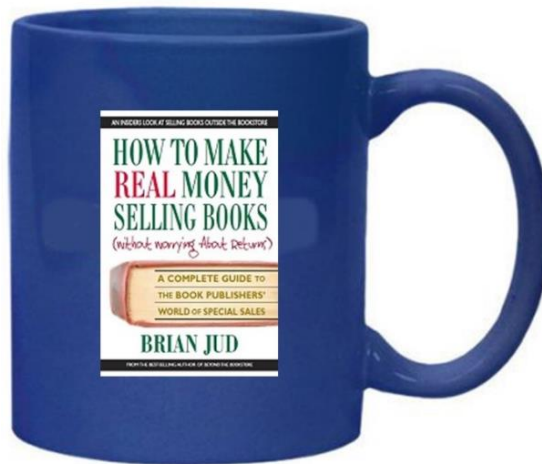
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Contact Information for Brian Jud

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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