

Here is your November 19, 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 24 Number 420 November 19, 2018

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

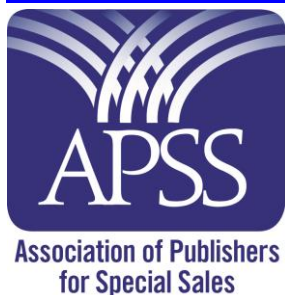
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Top inquiries from the salespeople  
for the week ending 11/16/18

<u>Title</u>	<u>Quantity</u>
<i>Winston The Duck</i>	750
<i>Customers Included</i>	2200
<i>Last Daughter</i>	430
<i>Freelancing in Naples</i>	1275

## Information from APSS



### Give yourself a holiday gift - more book sales

Even with only a month or so left in this Holiday season, you can sell large quantities of books if you do the right things. In this webinar you will discover tips and actions you can take today to maximize your sales and profits before the end of the year. Start now to sell more books during December.

November 27 at 6:30 pm Eastern time. Register at <https://bit.ly/2zVIPrp>

During our presentation about potential selling ideas, you may ask specific questions about your book. Brian Jud and Guy Achtzehn will be on the call for as long as we need to answer them. The fee is \$20 for APSS members and \$30 for non-members. To register use Paypal account [brianjud@bookapss.org](mailto:brianjud@bookapss.org), or call Brian at (860) 675- 1344 to use a credit card.

We have ideas that can help you sell a lot of books. We'll come up with more for your specific book. Are you willing to invest \$20 to sell hundreds of your books in the next few weeks?

## APSS Bi-Weekly Top Ten List

Be creative --- do the unexpected and get attention. Most of us are born creative, but that flair is suppressed as we grow up with the admonition to "fit in" or to "not rock the boat." Use these ideas to help you apply your CREATIVITY:

1. *Combine* several titles as a bundle.
2. *Reduce* the size of your book, or its price, or its cost.
3. *Enlarge* your book, type size or its price, or expand its market into special sales or to international buyers
4. *Adapt* your book to other uses such as a calendar, a board game or the script for a movie or a television series.
5. *Turnaround* your thinking. Ask not only why people buy your books, but also why they do not. Who else? Where else? When else? How else?
6. *Inquire properly*. "In how many new places?" Not "where else can we...;" generate more possibilities; join or start a mastermind group
7. *Volume and velocity*: do things that increase the speed and amount of cash flow
8. *Investigate*: research your topic and market by reading, attending trade shows and searching online
9. *Take away* elements to reduce the cost, such as embossing, die cutting or odd shapes -- without reducing quality. Remove printed pages -- get ebook; remove perfect binding, get booklet, spiral bound
10. *Yes* is the best initial answer -- keep an open mind and first investigate the positives of an option before looking at why it won't work

## The Benefits of Selling at Local Events

By Brian Jud

Selling books at local events such as craft fairs, gift shows and Holiday celebrations can help you make some money as it provides additional benefits. Here are several reasons you might want to attend these events.

- You can sell personally autographed books on a non-returnable basis at full price
- If you sell 50 books, each at \$14.95, you will take home about \$750 for the day
- You may find the networking beneficial. I know of people who made contacts at local events that led to large-quantity corporate sales and media appearances
- Get increased exposure. Some events expect 5,000 or more attendees
- Display your books with other authors to share the costs and have a fun time
- Regular sales at local events give you a rewarding sense of momentum and activity while working toward long-term, larger sales.
- As appropriate, have event planners buy and use your book as a premium -- an incentive to attend ("The first 500 people to attend get a free copy of ... ")
- Some books (fiction, poetry, memoirs) are not destined for large corporate sales, but can sell well at local events.
- Authors may also participate in the event as a speaker, generating more exposure and sales

There are numerous local festivals, expos, showcases and bazaars that offer authors excellent opportunities to sell books, network and have an enjoyable day or two outdoors. Here is a list of local events in the United States: <http://www.artscraftsshowbusiness.com/> Click on your state to find nearby events and ask some of your local authors to join you there.

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Brian Jud is the Executive Director of the Association of Publishers for Special Sales (APSS – [www.bookapss.org](http://www.bookapss.org)), and the administrator of Book Selling University ([www.booksellinguniversity.com](http://www.booksellinguniversity.com)) Contact Brian at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://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

### 10 Steps to Writing a Book



Here's an overview of the book-writing process. See how these steps fit into writing your book in a flash. Here are the steps to create your masterpiece quickly.

- Get focused. Write an executive summary, which is a short 400-word description of the book. Identify your ideal readers, and describe their main problem. Your book should provide an answer to that problem.

- Name it! Create a working title.
- Explain it to other people by creating a Fool-Proof Positioning Statement.
- Overcome limiting beliefs. We all have them. Let's tame them.
- Create ten chapter topics. These are your big ideas.
- Write a comprehensive outline for each chapter. Include lots of descriptions and examples to prove your points.
- Research the book.
- Write the first draft.
- Get feedback.
- Revise, edit, and finish.

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](http://www.WriteYourBookInAFlash.com) and contact Dan at [dan@prleads.com](mailto:dan@prleads.com) or go to <http://geni.us/writeyourbook>

## Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://www.legalwritepublications.com); The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

Three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity. In this issue we'll focus on Right of Privacy:

*The American Heritage Dictionary* defines the right of privacy as “the quality or condition of being secluded from the presence or view of others.” More simply put, it is the right to be left

alone. The three generally recognized invasions of privacy are intrusion, unreasonable publicity, and false light. So, you might ask, when is it OK to discuss intimate facts? Writers are usually permitted to discuss facts that are generally known to the public (even a small circle of people) or facts that are considered newsworthy. But here's a general list of materials that are considered off limits without permission: private letters and e-mail (both of which are also covered by copyright, with ownership held by the writer), information about sexual proclivities or sexual history, financial or medical information, and probably information about other private 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](mailto:tom@tomhillwebsite.com))**

Terry Lammers Recognized as a 2018 Top M&A Advisor. This is from *St. Louis Small Business Monthly's* Interview with Terry Lammers, published in the November 2018 Issue:

### **What are the challenges facing business owners when it comes to M&A?**

Lack of knowledge, period - drop the mic! That's why I titled my book *You Don't Know What You Don't Know: Everything You Need to Know to Buy or Sell a Business*. In my professional experience, sellers and buyers generally don't know what they don't know when it comes to completing a transaction. It's not their fault; most business owners will only sell one company, and if you have never done that, it can be an intimidating process. Both buyers and sellers need a team of people behind them, including but not limited to a banker, attorney, financial adviser and broker. Transferring a business is a complicated process, but with the right team, it can be a rewarding process. My business partner, Steve Denny, will have his book out in a couple of months. He details two real examples he has had with clients - one who used a broker and one who did not. Don't be afraid to ask questions and get the right people on your team.

### **What is the No. 1 piece of advice you would give to business owners, either those about to purchase a business or an owner selling his or her business?**

Let's start with those about to sell their business. Start early; there are financial and non-financial things that will affect the value and sellability of your business. The value of your business is not about what your sales or net income is; it is about what cash flow your company generates. If you don't understand that sentence, call me. There are also non-financial things that can kill the sellability of your business, such as having contracts that are not transferrable or that nobody can run the company except yourself.

If you're about to buy a business for the first time, make sure you have asked the proper due diligence questions. The seller is obligated to answer your questions, but if you don't ask and there is a pothole out there, don't expect the seller to bring it up. If you are a current owner and are looking to expand, an acquisition is an excellent way to grow. It was key to my success. Sad but true, oftentimes the seller is not doing the things that we have talked about in this article, and there is a great likelihood that you can acquire a company at a bargain price. I did several times. I have valued two companies for buyers within the past year that illustrate this. I valued one for \$15 million and it sold for \$8 million. I valued another company for \$2.4 million and it sold for \$800,000, and the owner was tickled pink because he was just going to close the doors and walk away. Ugghh!

### **What is the biggest mistake you see business owners make when it comes to selling their businesses?**

Besides a general lack of knowledge about the whole process, leading the list has to be an overly high expectation about what the value of the company is. Have your company valued now by a

professional so when it comes time to sell, you have a realistic expectation of what it is worth. The saddest thing I see is when I get approached by someone wanting to sell their business, their lifelong investment that they need the sale of to fund their retirement, and the company is worth less than what they thought it was worth. Oh, and that was before taxes. Taxes - oh, yes, Uncle Sam. Welcome your silent partner to the table. We often hear sellers say, "This business is unique and won't be sold based on the financials." This is completely wrong, and sellers need to appreciate that even for strategic acquirers, the financial performance always matters. Second on the list has to be lack of planning. Build your team, ask questions and don't start six months before you want to exit. I call this the ostrich syndrome! Don't stick your head in the sand - your retirement is coming whether you like it or not. Have you ever heard of the term "going out boots up"? Think about that.

You can reach Terry Lammers at [terry@innovativeba.com](mailto:terry@innovativeba.com) or (618) 688-2018. His book, *You Don't Know What You Don't Know*, can be purchased from Amazon here: <https://amzn.to/2KQJVJ0> (the ebook is free!)

## 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)

**“I tell all my prospective buyers about my book, but it doesn't seem to motivate them to buy. Is there a different approach to selling?” Edgar Grouper**

Prospective customers have to know and trust you before talking to you about their marketing plans and how your book might fit in. They may be planning two years into the future and they do not want competition learning of their intentions. You have to earn their confidence, and that takes time.

Begin the process by selling *you*. Demonstrate your trustworthiness and confidentiality by taking the time to build relationships. Sales in this sector take a long time to consummate because it takes an extended period to establish a degree of trust.

Learn about the people on whom you will be calling. In many cases they are product managers in industrial-products companies and brand managers in consumer-products companies. They usually have profit-and-loss responsibility for a particular line of products. Therefore, it is in their best interest to maximize the unit sales and profitability for their product line.

You can earn their confidence by *assisting* them instead of *selling* them. Help them be better marketers. Prove you have done your homework by giving them accurate figures on the potential size of the audience for your books. Show how your title is different from and better than your competition. Make suggestions on how your title may be used to stimulate their sales. Explain how they could offer a coupon, implement a continuity series or sell your book as a self-liquidator to reach their goals. Have an answer to the question, “Why will my customers or prospective customers be more inclined to buy my product simply because they get a free copy of your book with it?” Follow up professionally and persistently. Do what you said you would do, when you said you would do it.

## 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 is BSU-141 Sell More Books on TV and Radio Shows, By Brian Jud. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times



## Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books [ekampmann@aol.com](mailto:ekampmann@aol.com))

**Selling to the Sales People.** When people approach me with a new project, they often make unsupportable claims that challenge credibility and experience. As a sales executive, I am always balancing hopes and dreams with the undeniable reality that most books rarely sell beyond their first printings. I want to help, but if I conclude that the publisher is an unrealistic romantic, then I am apt to pass his project by. I believe it would be better to modify claims to success to a level that conforms to the possible. People in my position live in the trenches of the everyday. We believe it is OK to publish a book that has modest expectations attached to it. We like to work with titles over time, sometimes taking a year or more to find just the right way to success. The one-minute atomic book is nice, but frankly, it is a rare, rare thing. In a word, keep it real!

## Ideas for Selling to Non-Bookstore Buyers – Guy Achtezhn

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

Event Network (<http://www.eventnetwork.com>) manages stores on behalf of many cultural attractions at iconic landmarks and historic sites such as Gettysburg National Military Park and The Alamo. Started in 1998, Event Network is now the leading operator of cultural attraction stores worldwide. Reach Event Network at 9606 Aero Drive, Suite 1000, San Diego, CA 92123.

Eastern National (<http://easternnational.org>) was founded in 1947 to serve the national park system. It operates more than 150 units of the National Park Service in the Eastern United States, Puerto Rico, and the United States Virgin Islands. It is located at 470 Maryland Drive, Suite 1, Fort Washington, PA 19034.

Eastern National is also an independent publisher producing educational products for the National Park Service. “Our publications are different from those developed by traditional publishers,” Erin Sweeney, Inventory Replenishment Manager at Eastern National explains, “because Eastern National collaborates directly with the parks to produce educational material to fit specific needs within the park.”

The Western National Parks Association ([www.wnpa.org](http://www.wnpa.org)) is the official nonprofit partner of the National Park Service and its 67 national parks in the western United States. Headquartered at 12880 N. Vistoso Village Dr. Tucson, AZ 85755, WNPA ensures that all products, services, and programs enrich the visitor experience.

## Marketing Strategy



When architects look at an opening between two rooms and think “door,” that is what they design. But what if they think “passageway?” Then they may design something much different, like a hallway, atrium or tunnel. Different words bring in different assumptions and lead your thinking in different directions. What else can you call yourself? Instead of defining yourself as one of X,000,000 authors, describe yourself as the Chairperson of Child Development, the Professor of Productivity, the Master Motivator, or the Cigar Czar, depending on your topic.

## 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>)

Many catalogs ask for an advertising allowance, which usually takes the form of an additional discount off the price of the product to the catalog. Essentially, the ad allowance is the price you pay for space in the catalog. Look on this cost as if you were buying a display ad in a magazine.

## *You're On The Air*

(Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City)

You can put yourself at the head of the pack by relating your book to a current event.

## The Very Idea

(Editorial by Brian Jud)



There are two places in which you can sell books – in bookstores or outside of bookstores. That is an obvious statement, but sometimes publishers overlook apparent opportunities because they are blinded by tradition when it comes to selling their books. The bookstore market is a known commodity, but there are less-familiar places in which you can sell your books sometimes right before your eyes.

Book-selling opportunities are all around you, but you may not recognize them because they do not have canyons of

bookshelves. They are disguised to look like discount stores, catalogs, warehouse clubs, associations, gift shops, retail stores, corporations, foundations, schools, associations, government agencies, supermarkets, book clubs, military bases, and pharmacies. The sales you are looking for may be closer than you think.

## 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))

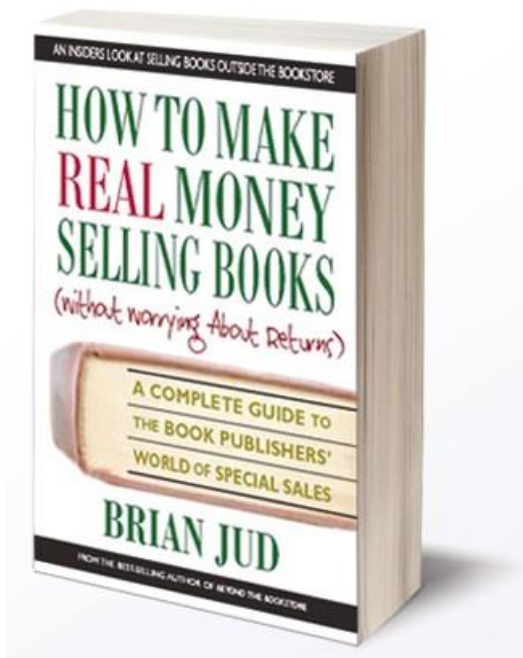
People set high expectations for their books, and create a plan to get there. But when things don't go their way in a few months they lose heart and soon quit. But what if the plan were wrong? Or poor implementation of a good plan? Don't quit. Evaluate your actions, make necessary changes and try again.

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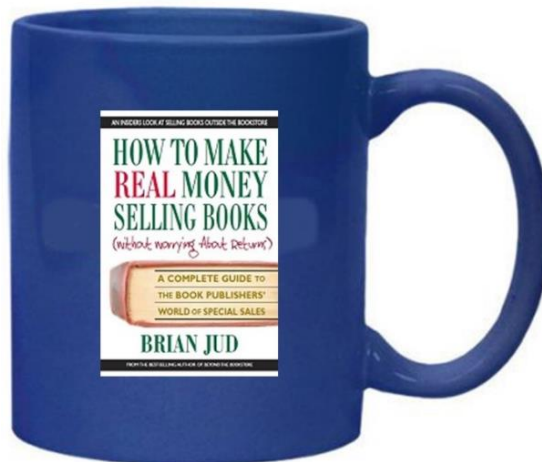




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- Create brand awareness
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### Contact Information for Brian Jud

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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](http://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](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)