

Here is your December 3, 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 25 Number 421 December 3, 2018

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

We sell your books. We pay shipping.
All non-returnable.

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Or www.premiumbookcompany.com

Top inquiries from the salespeople
for the week ending 11/30/18

<u>Title</u>	<u>Quantity</u>
<i>Star Power</i>	3100
<i>Get Life Right</i>	2500
<i>The Big Bang Project</i>	1550

Information from APSS



Association of Publishers
for Special Sales

**Display your book to 3500 legal professionals.
\$50 (for APSS members) with the APSS discount**

APSS has a special program to display your books at the "Association of American Law Schools 2019 Annual Meeting" at the Hilton New Orleans Riverside, January 2-6, 2019. The price is \$50 per title for APSS members and \$75 for non-members.

Registration Deadline: December 17, 2018

Books Due Deadline: December 21, 2018

The Association of American Law Schools (AALS) is an association representing more than 10,000 legal educators, dedicated to the improvement of the legal profession through legal education. The AALS Annual Meeting is the world's largest gathering of legal educators. It attracts over 3,500 law school faculty members, deans, and law librarians from the U.S. and other countries for the most comprehensive week of continuing education available for legal educators. We hope you plan to take this opportunity to showcase your newest/best law publications. Visit www.aals.org to learn more.

- All books are displayed face out, visible to all attendees
- All titles would be listed in a “Titles on Display” ordering catalog listing full ordering information handed out at each exhibit. You can also provide your own order forms/ promotional materials.
- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

For each title, please email the title, author, pub date, list price and discounted price (if any) to brianjud@bookapss.org. To make the \$50 or \$75 payment (per title) please use Paypal account brianjud@bookapss.org or contact brianjud@bookapss.org for other payment arrangements. The display company will need two copies of your book and you will receive the address to which to send it.

To learn more about APSS go to www.bookapss.org or contact brianjud@bookapss.org

To Your Success,
Brian Jud
Executive Director, APSS
BrianJud@bookapss.org

APSS Bi-Weekly Top Ten List

CONSTANTLY IMPROVING

1. READ BOOKS
2. ASK FOR FEEDBACK
3. LISTEN TO PODCASTS
4. TAKE A COURSE
5. WORK TOWARDS A GOAL
6. SURROUND YOURSELF WITH POSITIVE PEOPLE
7. GET OUT OF YOUR COMFORT ZONE
8. PICK UP A NEW HOBBY
9. HAVE A DAILY TO-DO LIST
10. QUIT A BAD HABIT



Should You Redefine Your Business Model?

By Brian Jud

Based on my 25 years as a participant in, and consultant to, the publishing industry, I estimate that close to 100% of self-published authors and more than 90% of independent publishers seek sales only through libraries and bookstores (both bricks and clicks). If you are in that category you are significantly reducing your ability to reach and sustain profitable growth.

But what can you do? Look for sales in a larger, more profitable arena – non-retail markets. Examples are buyers in corporations, associations, schools and the military. Re-allocate your publishing company's resources by focusing on buyers who will purchase your books not for resale, but to give away. Create a new business model to focus on this untapped opportunity to increase your sales, revenue and profits. Here is how you can re-evaluate your business model.

1. Seek dual distribution. Selling only through bookstores is not necessarily bad, just limiting. It should not be your sole source of revenue. Look for additional sales to non-retail buyers who could use your content as a promotional tool, purchasing your books in large, non-returnable quantities.

2. Lower the cost. Non-retail buyers are looking for promotional items that will help them reach their company's (or association's or school's) objectives yet stay within their budgets. In this model your emphasis is driving down your unit costs – without sacrificing quality – so you can compete against coffee mugs, thermos bottles and similar items. You could do this by printing in larger quantities, eliminating unnecessary embossing or other frills, or publishing books in a more economical size.

3. Raise the price. There are times when you might choose to be the high-priced entrant in your category. Reasons include creating an image of high quality, publishing content that is quickly outdated with short-term profit potential, marketing through a relatively complex distribution channel, experiencing high unit costs and seeking selective market coverage.

3. Customize the form. Instead of selling only printed books, you might produce content in the form desired by your prospect. This might be an ebook, a booklet, a DVD, an audio book or even through personal presentations.

4. Look for international sales. Generate additional revenue from sales outside our borders. This could be through selling the foreign rights to your books, having your content translated into other languages or entering into other cooperative arrangements.

5. Integrate Vertically. There is no formal distribution channel that reaches most non-retail buyers. However, there are thousands of independent sales people who call on them. Find groups or individuals to represent your books to corporate buyers. Or, you can sell directly to them. Or, we can do it for you (www.premiumbookcompany.com)

6. Sell horizontally. If your content is suited for a particular function across industry lines organize your business around selling to prospect who might be Human Resources Managers, Marketing Managers, Safety Directors or Executive Directors of Associations.

You may have multiple prospective customers or markets. If so, organize your business to focus on the needs of your primary customers and seek experts in other areas to extend your reach without extending your resources.

The key question is to ask yourself, “Does my current way of running my business optimize my revenue opportunities?” If the answer is no, look into other ways to generate more profitable sales. This does not mean abandoning that with which you are familiar, but re-organizing to create a new dimension for long-term growth.

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

Testing Your Title

In the early stages of writing, you won't be overly concerned with titles. As you get closer to finishing, however, you will want to get feedback on your title. Who do you think is the worst person to ask for feedback? No, it is not your mother. The worst person to ask is you, because you are not the target buyer of your book. You don't think like them. You don't buy like them. To find out what your prospects think of your title, you must ask them. If you belong to a professional organization that includes your target buyers, ask them.

Get Feedback from Your Facebook Friends or Blog E-zine Readers

You can ask your blog e-zine readers or friends on Facebook to select their favorite title. Here's a sample post you can use. It shows possible subtitles for this book.

I'm coming out with a new book, and I'd like your help with selecting the perfect title. Which of the following titles would compel you to buy the book? Please tell me if you like a, b, c, d, or e:

- A. A Paint-by-Numbers System to Write a Book to Take Your Business to the Next Level—FAST!
- B. A Paint-by-Numbers System to Write a Book That Leaves Your Legacy—FAST!
- C. A Paint-by-Numbers System to Write a Book That Grows Your Business—FAST!
- D. Paint-by-Numbers System to Write a Book to Share Your Ideas—FAST!
- E. Paint-by-Numbers System to Write a Book that Brands You as an Expert—FAST!

Download a printable version of this worksheet at www.WriteYourBookInAFlash.com/worksheets

This looks pretty simple, eh? Actually, there's a lot going on here you might not realize.

Let me point out the key tactic. Use the letter system (a, b, c, d, or e). That way, people simply type a letter. If you didn't have the letter, they'd have to type the title. They might not do that, because typing takes more time.

Also, they might inadvertently type it incorrectly. That can happen easily if you have several titles that have the same words but in a different order as my sample shows. Also, notice the phrase, —Which of the following titles would compel you to buy the book.¶ That is a lot different from asking, —Which title do you like best?

This seemingly simple message has hidden elements you might not appreciate at first glance. Carefully follow this model to get the info to select the best title.

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>

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

(Contact Professor Evans at Legal Write Publications, info@legalwritepublications.com or 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.)

The right of publicity is a person's state-law governed exclusive right to use, and to prevent the unauthorized use of, his or her name, likeness or other aspect of his or her persona (collectively referred to as persona) for commercial gain. The definition of "persona" goes beyond a person's image and can include words or sounds that are intended to remind the audience of the person, a look-alike, a nickname or phrase commonly associated with the, and even a person's former name. Therefore, the potential for a right-of-publicity claim exists any time you use someone's persona (or even an imitation of it) in your book, article, or other literary or artistic work. But there are two main exceptions: incidental or artistic use and newsworthiness.

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)

Accept other people's perspectives. Have you ever had a boss or colleague you thought was overbearing, dogmatic, aggressive, or rude? Do you think they saw themselves in that way? Surprisingly enough, they might not. If they were asked to describe themselves, they might say they were assertive, direct, honest, and candid. One of the reasons why conflicts can get so ugly is that it's easy to fall into a state of autopilot and respond to others without thinking or without considering others' perspectives. By staying alert to other people's perspectives, you can move out of autopilot and into a more constructive state of awareness.

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)

“You talk about segmenting prospective buyers demographically, such as by age, gender, income, etc. But is there a better way to define them that is easier and more profitable?”
Bobby White

Yes, Bobby. There are other ways to segment prospective buyers that can lead you to people ready to buy your books. Here are a few of them.

Transactional segmentation categorizes people according to their buying patterns. People who have not purchased from you before may need to see or hear a different promotional message than those who have purchased your previous titles. Some buy in large quantities infrequently and others may buy smaller quantities more frequently. Each requires a different message at a different time (i.e., a reason to buy vs. a reminder to buy now). Transactional segmentation facilitates reaching prospective buyers with the appropriate message at the right time.

Segmentation by Profit Potential points to an alternative marketing strategy. Assume your book is priced at \$15. You would have to sell 1000 books to airport stores (where returns are possible), through a wholesaler taking a 60% discount in order to net \$6000. On the other hand, you would net the same amount by selling only 400 of the same title at list price following your personal presentations.

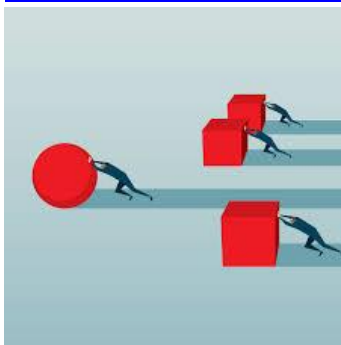
Marketing segmentation. Segmentation also applies to your marketing actions. You might seek a review of your romance novel on the site *Romance Reviews Today* (<http://www.RomRevToday.com/index.htm>) or your technical book on the *Computer and Technical Book Reviews* website (<http://victoria.tc.ca/int-grps/books/techrev/mnbk.htm>) instead of submitting them to the *New York Times Book Review*. You might seek a review for your mystery in *Mystery Ink* (<http://www.mysteryinkonline.com/>) instead of submitting them to *Publishers Weekly*.

Market Segmentation. The best way to get people to buy your books is to have them available where interested people are already shopping or visiting. Organize people according to places in which they assemble. In the case of *How to Make Real Money Selling Books*, two significant groups of prospects are 1) authors and 2) publishers. They can use the information in it to help them sell more books directly to niche markets.

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-104: Turn Your One Book into 12 Products and 7 Figures, by Helen Chang. See it and more at <https://bit.ly/2IAQn55> View it up to 5 times

Marketing Strategy



Many book publishers fail because they focus on the wrong thing. They try to sell their books instead of showing how the content can be used to solve users' problems. Consider the failed Sony Reader. All the creativity that went into its development was undone by a lack of original distribution, a mistake that Amazon did not make with its Kindle. Sony engineered an elegant device, but Amazon designed an original solution. To make your business thrive, consider three execution strategies: approach unconventional partners (corporate buyers), identify underutilized channels (through non-bookstore retailers), and invent new business models (dual distribution). Put as

much creative energy into distributing and promoting your content as you did into generating it.

Book Writing Class Tool: The First BookMap – Your Personal Story By Nancy Erickson

Book Writing Class Tools to Help Organize Your Thoughts Onto Paper

When I was a child, we took family vacations, and each of my parents had a role. Dad was the driver; Mom was the navigator. Poor Mom. Dad wasn't a patient man, and he had little tolerance for anything but instant, on-point answers. At that time, we used the fold-up maps that gas stations sold, which were a challenge unto themselves.

Most of us don't use physical maps anymore because we have fabulous phone apps and GPS devices that tell us where to go, turn by turn. All we have to know is our starting and ending points. And that's exactly what you know about your book right now. Your starting point is here, where you have nothing. Your endpoint is the purpose of your book, which is reflected in your Purpose Statement. With The Book Professor, we'll help you create a BookMAP that will show the step-by-step route to that final destination—without all the clutter of the side roads. It's a Method And Process (MAP) that you'll use to save time, energy, and emotion—and it's the shortest route to delivering your audience to the purpose of your book.

“When you're open and honest you give the reader permission to be open and honest too.”
-Nancy Erickson

BookMAP 1: It's Personal

When you take our book writing class, you'll learn that your personal story is one of the most important parts of your book. Some writers, particularly if they're writing a business book, want to leave out this part and simply share their knowledge or instruct the audience. That would be a mistake.

Before you can tell your readers anything, you must earn the right to be heard. Nobody likes to be told what to do, especially if they don't know anything about you. What makes you an authority on this subject? Why should they listen to you? Those are the questions you answer when you share your own story.

And your readers don't want the whitewashed version of you. Share your high points and the deep canyons, the wins and the demoralizing losses, the beautiful and the ugly. You must be real and transparent. So shuck off your pride that tells you if they know who I truly am, they won't like me. That's bunk. When you're real, people will love you. When you're open and honest, you give the reader permission to be open and honest, too.

I'm not saying it's easy. It takes a lot of courage to be this vulnerable. We all want to put our best foot forward to make a good impression. We like to hide the messes we've made, but sometimes the mess has become your message.

That's what's so effective about my [Executive Group Coaching](#) classes. In this book writing class, you get to share your failures and foibles in a safe place, test out your message with others in the class, and gain strength from doing so—before you bare your skin to the world.

What about you? What personal story do you have inside? [Contact us](#) today, and we can help you get it out of your head and onto paper!

Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn (President of The Promotional Bookstore, offering commission-based sales of books non-bookstore buyers, guy@msgpromo.com)

A common practice of introducing new titles two or three times every year relegates your prior frontlist titles into ambiguity. Perhaps a more effective strategy would be to balance your product line so a healthy list of solid performers infuses cash that can be used to develop and promote a lean, yet strong frontlist. The essence of strategic positioning is in performing unique activities or performing similar tasks in different ways.

Value-based positioning is founded on the choice of product or service rather than on customer segments. Firms publishing only math textbooks for colleges would illustrate this position as they demonstrate their excellence in one sub-segment of the academic market.

Need-based positioning arises when you address the needs of a complete segment. A firm practicing this would serve most or all the requirements of a particular group of customers. For example, a firm publishing a complete line of textbooks for vocational schools meets these criteria.

Access-based positioning (i.e., segmenting customers who may be categorized in different ways) is a function of your customers' geography or size. A publisher of titles about bicycling trails in New England demonstrates this. Serving a small rather than a large geographic segment may be the best way to organize your marketing, order processing and after-sale service.

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>)

Textbooks make up the major portion of book sales to schools and colleges. The best way to get your books adopted for classroom use is to get samples of your books into the hands of the instructors or school boards who make the adoption decisions. And the best way to reach these decision makers is through direct mail.

You're On The Air

(Nick Peters, Vice President, MediaLink)

It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.

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)

What is your objective? What are you trying to accomplish? Can you state it in a single sentence for 2? Can you draw a picture of it? Can you make a map of where you need to go and the things will need to do? What planning do you need to do? Can you visualize yourself reaching your objective?

The Very Idea

(Editorial by Brian Jud)



Did you ever see an optical illusion? Initially, you see only one image and you assume that is all there is. Then suddenly, a different image appears. One example is an old lady with a big nose (image here). When you look at it a little longer it appears to be a young woman with her head turned (or you may see it in opposite sequence). Voila! There is more here than first meets the eye.

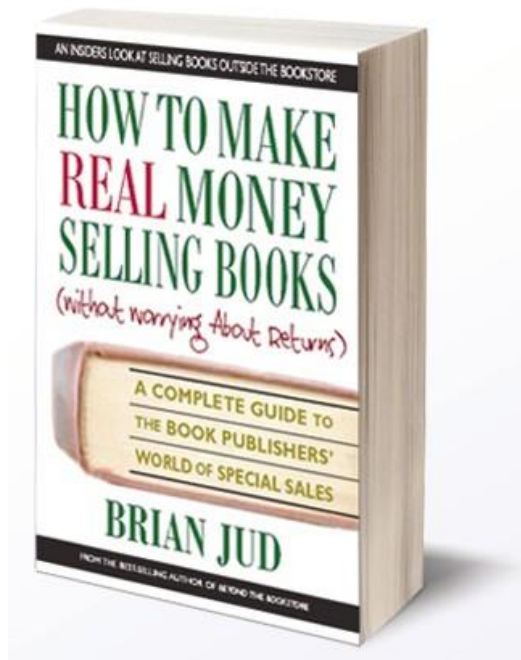
Doesn't that remind you of non-bookstore marketing? Initially, people see selling books only through bookstores. Then the moment comes when they say, "I see it. There is another way and that is selling to corporate buyers and through non-bookstore retailers." That is when real book marketing begins, and sales start to happen.

Buy Lines -- Free Information to Help You Sell More Books

Sell more books, more profitably to non-bookstore buyers

The most current and complete resource for increasing your sales and profits in non-bookstore markets.

The ultimate do-it-yourself guide to selling your books in large quantities with no returns. Not just who to contact, but when and



how.

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Do you need a jump-start to get your sales moving?

Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

Sell more books

Beat your competition

Become more profitable
Sell in untapped, lucrative markets
Minimize -- if not eliminate -- returns

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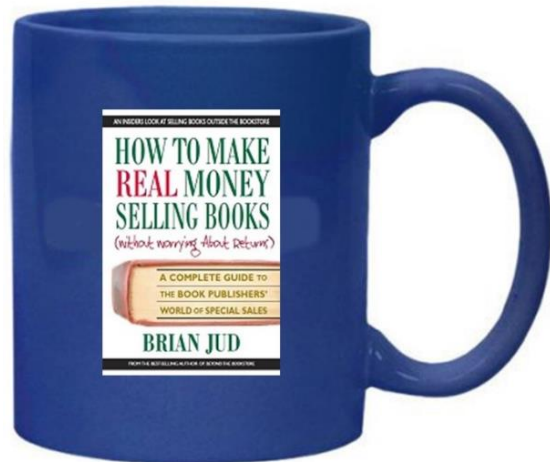


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Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at www.bookapss.org/PromoItems.pdf Find out how you can use promotional items to:

- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

Contact Guy Achtzehn at The Promotional Bookstore, guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items



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

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