

Here is your December 17, 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 26 Number 422 December 17, 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.**

BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com

**Top inquiries from the salespeople
for the week ending 12/14/18**

<u>Title</u>	<u>Quantity</u>
<i>Stop Bullying</i>	8700
<i>Emotional Wellness</i>	4500
<i>Anatomy of Figure Skating</i>	500
<i>Grandma's Wisdom</i>	750

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: Today! 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 Brian Jud, Executive Director, APSS, BrianJud@bookapss.org

APSS Bi-Weekly Top Ten List

Top 10 Hot Topics for Authors, Bloggers, Journalists (By Brian Feinblum)

1. **Sex.** It’s a timeless subject, from teenagers to seniors. We are a nation obsessed with sex.
2. **LGBT.** They are experiencing a civil rights breakthrough with marriage legalization. People are curious about how society will change as a result.
3. **Hispanics.** They are growing in number – and fast. Anything relating to the Spanish culture will find 45 million built-in fans.
4. **Crime.** Though major crime is down in big cities like New York City, crime fascinates us.
5. **Sports.** Pro sports are in decline, to some degree, but the country loves its sports and star athletes and their scandalous lives.
6. **Technology.** We live for the next gadget and cool Web site. We also fret about hacking, government monitoring, identity theft, and privacy. It’s a hot topic.
7. **Politics.** The nation seems more concerned with the economy than political issues but politics will be on stage as the 2014 campaign season gets under way shortly.
8. **War/Terror.** The faces of the bad guys may always change. Russia? China? Middle East? But all things “bomb and war” entertain us.
9. **Celebrities.** Rumors, gossip, and tell-alls fill our talk-shows, blogs, magazines, and newspapers.
10. **Real Estate/Housing.** Real estate is on the verge of a boom and will be on one for a few years.

Selling Books to Business Buyers? Think Small

By Brian Jud

Special-Sales (non-bookstore) marketing offers an enormous opportunity to sell your books in two segments. One is through retail stores such as airport stores, supermarkets, discount stores, gift shops, etc. that sell books (fiction and non-fiction) off the shelf. The other is selling to non-retail buyers in corporations, associations, schools and others. These organizations do not resell books, but use them as employee perquisites, teaching tools, or as premiums and ad specialties to promote the sale of their products and services.

The largest potential for book sales is the corporate segment in which buyers can purchase tens of thousands of books at a time. However, some authors do not sell to these people because they are intimidated by large-company marketing professionals. If that is the case with you, start small. Begin your non-retail selling journey by calling on buyers in small companies.

These businesses represent approximately 80% of all companies in the U.S. and they have the same needs as their larger brethren. Your content helping them retain and motivate employees will be thankfully accepted (and purchased). They also need other benefits of employee engagement: increased profitability, greater customer satisfaction (and loyalty) and reduced absenteeism. And small businesses want to increase sales and find new customers. Start by showing them how your content can help solve their problems, then move up to larger companies as you experience success and gain confidence. Here are a few of the major advantages of starting small.

- **Learn how to make an effective pitch.** Making a successful sales presentation takes practice. You can try different presentation styles on potential buyers in small companies before you make a major presentation to a large corporate buyer.
- **Make mistakes that do not impact large orders.** Mistakes will happen and it's better to make them when the consequences are not significant. Learn from your mistakes so they do not occur when facing a large corporate buyer.
- **Experience common objections and different ways in which you can handle them.** There are many reasons why buyers will not purchase your books, and there are equally numerous ways in which to respond to them. Practice handling objections when the pressure to do so is not as great as when trying to close a large sale.
- **Discover how to read buying signals.** There are four typical reactions prospective buyers will have to your presentation: indifference, skepticism, objection, and acceptance. As you learn to read the different body language of these responses you will become more successful in dealing with them.
- **Meet with local prospects.** You may have to travel a great distance to meet with a corporate buyer, thus increasing the time and expense of making the sale. You can probably find small businesses locally and call on them personally. For a list of these prospects go to www.manta.com.
- **Uncover (then solve) problems.** The essence of special sales is to solve a buyer's problem with your content. Learn and practice asking questions that will reveal the "pain points" and lead to a discussion on how your content can address them. An example is to ask, "If you were to hire a person today, what would you want him or her to accomplish in the first 90 days?"
- **Reduce stress.** While nobody likes to fail, it is better to lose an order that is not a major blow to your income. And since the pressure is off, you are more likely to experiment with different sales techniques.
- **Meet directly with the decision maker.** There is less red tape and fewer layers of management in the small-business, purchasing-decision process. When calling to make an appointment it is more likely that the decision maker in a small business will pick up the phone and talk with you. This can reduce the time it takes to make the sale since you are probably dealing with the decision maker and can often close the sale on the first call.

Selling your books to people in small businesses is a good way to learn the ropes of special sales. Once you gain skills, confidence and momentum you can move on the buyers in larger corporations. However, you may also find your niche in this enormous segment and continue selling to these buyers.

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

Give Your Book a Colorful Title! “A great title should jump off the page and grab people’s attention.” Henry DeVries

People do judge books by their covers. And they will decide to buy your book based, in part, on its title. You need to create a title that resonates with your audience. You’ll learn several techniques to create great titles for your book and chapters. But first I ask you to answer these questions to unleash your creativity. The answers will help you create your title with tactics shown later in this chapter.

Your Turn: Write the answers to these questions.

1. What is your books big promise?
2. What problem does your book solve?

Download a printable version of this worksheet at <http://www.WriteYourBookInAFlash.com/worksheets/>

Start with a Working Title

If you create a great title on your first try, you’d be like a golfer who hits a hole in one. It happens, but rarely. Don’t waste time trying to create the perfect title when you begin to write. Don’t stop writing because you are stuck thinking of a title either. Simply write a title. It’s okay if you don’t love it; you can change it later.

Your Turn: Write the title here. The working title of my book is:

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>

Guest Columnist – Michael Larsen

(Michael Larsen-Elizabeth Pomada Literary Agents / larsenpoma@aol.com / www.larsenpomada.com / 415-673-0939 and The San Francisco Writers Conference / www.sfwriters.org / sfwriterscon@aol.com)

Creating a Literary Ecosystem: The 10 Essential Elements of a Successful Writing Career

You can create a literary ecosystem: a balanced, organic, evolving, sustainable, inter-dependent, international, environmentally sensitive community. Your system will be unified by two holy trinities and by passion, interest, service, connection, and commerce. The ten circular, integrated elements of your literary ecosystem will be

- **Passion**—your love for creating and communicating your work
- **Purpose**—literary, publishing, and community goals that inspire you to achieve them
- **Professionalism**
 - knowledge about writing, publishing, and your field
 - the holy trinity of craft: reading, writing, and sharing
 - the holy trinity of commerce: communities, a platform, and test-marketing
 - using the technology you need to succeed
- **Perspective**—understanding that developing your craft and career is a long-term process
- **Products and services**—being a contentpreneur by producing a steady stream of work in your field in different forms and lengths that you re-purpose in other media
- **People**—win-win relationships with engaged, committed, growing communities of people you serve who want to help you, because they know, like, and trust you
- **Platform**--your continuing visibility, online and off, on your subject or the kind of book you write with your communities and potential buyers
- **Pre-promotion**--test-marketing your work in as many ways as you can
- **Promotion**— serving your communities by using your passion and platform to share the value of your work
- **Profit**—what you need to achieve your personal and professional goals and maintain the system

The importance of each element will vary, depending on what you write. Promotion and test marketing will be more important for a book than a blog post.

Your ecosystem has to keep learning from and contributing to your communities, the hyper-connected human family, and the planet. Your system will continue to build synergy as long as you sustain it by enriching its soil with content and communication. Make cultivating your ecosystem a lifelong quest. You will accomplish more than you can imagine.

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)

Beware the Good Opinions of Other People. There will always be people who have opinions about you. These could be good opinions, and some people may really like you. This can make you feel happy.

There may be people who have bad opinions and they may dislike you, treat you poorly and try to bring you down. This can make you sad. There will always be people who think they know best and know what you should be doing, or shouldn't be doing, especially when it comes to following your dreams. The key here is to not allow the good and bad opinions of others to influence the choices you make about your life and your path. You were created to soar-to live life fully and vibrantly.

You were born for success-your own version of success, not the path that others may choose for you or encourage you to follow.

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 am inundated with manuscripts that I could potentially publish. Is there a way to test them to see which are most likely to sell?” George Woods

Publishers choose manuscripts based on literary criteria, i.e., those that are well written and properly edited. Professional buyers purchase books based on business criteria, i.e., will the content of the book improve their company’s revenue or profits in some way (or association’s members or school’s students)? The job of professional book marketers is to publish quality information based on market need, and then show prospects how that content meets their requirements.

Test marketing is the process of finding out if your product offering meets the needs of, and is saleable to, prospective buyers. Its objective is to confirm the value of the existing content and design or provide feedback on ways to improve them before going into full production.

The advent of digital printing has made test marketing much more viable for independent publishers. With it, you can produce a small number of books to test under a variety of conditions for a variety of purposes. The market feedback that you accrue before printing a full production run should yield many benefits.

- Get information to create more accurate and persuasive proposals and improve your negotiation positions.
- Discover inventive uses of your content, perhaps delivering it in a different format.
- Implement a product-placement strategy by using a brand name for an item in your fiction or non-fiction book. Then go to that manufacturer seeking sponsorship or a pre-publication order. If your first choice declines, change the brand name and go to another manufacturer.
- Get testimonials. Once people see the quality of your content they may be more willing to endorse your book.
- Define potential markets. Visually oriented people are more likely to come up with suggestions for new buyers and reasons for buying after seeing your book.
- Test your website under actual buying conditions. Have people test your shopping cart and give them a free galley or a pdf for doing so.
- Display it at trade shows and get accurate feedback from the people who could use your book as a premium or ad specialty.
- Test order-fulfillment processes. If you choose mail-order marketing as one of your distribution methods, find out how many orders you can (or choose to) manually fulfill and at what point should you utilize a fulfillment company.
- Create a realistic timeline for putting your promotion plans into action. People buy according to their schedules, not yours. You may have an aggressive forecast, but it is meaningless if it does not reflect the buying patterns of your prospects. A good example is the academic market. If your book is released in September it is too late for schools to adopt it for that school year.

- Evaluate your pricing. Any price is too high if people do not see the value in the product purchased. As people see what you have to offer they can give you more accurate feedback on the price you have chosen.
- Calculate a more accurate forecast.
- Discover new sales opportunities in unexpected places.
- Get feedback on translations. If you have one of your titles translated into a foreign language, show it to people familiar with marketing books in that language to evaluate the accuracy of the translation.
- Submit your ARC to book clubs and catalogs. These companies may have deadlines many months before your official publication date. Your early proposal may give them the information they need to include your book as a future entry.

Use test marketing to discover manuscript improvements, get testimonials, evaluate cover designs and page layouts, get accurate cost information, create “buzz,” build a platform and assess your marketing plans. Leave your ego out of the analysis, take criticism constructively, evaluate the comments objectively, make the changes you believe are warranted and you should publish a book that is more likely to succeed.

Spotlight on a Course in Book Selling University

Do you have a cookbook? Book Selling University has the recipe for large-quantity, non-returnable sales. Do you have a book about tennis? Book Selling University is at your service. BSU has courses to help you produce better books and sell more of them. See a list of courses at <https://bit.ly/2IAQn55> View them up to 5 times #APSSbrianjud #bookmarketing

Marketing Strategy (Editorial by Brian Jud)

According to the *Wall Street Journal* (Dec 1 2018, p A2), “If you aspire to be a best-selling author, publish in February or March. Book sales boom in December, and in the lean months following the holiday peak, even modest sales can catapult a book into the best-seller status.”

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)

Non-bookstore marketing is identical to selling through bookstores, yet vastly different. How can that be? There are two pieces in the special-sales pie: retail and non-retail. In retail sales (airport stores, supermarkets and discount stores) books are sold off the shelf, each person buys one book, there is a formal discount structure, you work through a distribution partner and unsold books are returned. Non-retail sales (to corporations, schools, associations) are the opposite. You find the people who can use your content to solve a business problem and you sell directly to them. One buyer can purchase thousands of your books. Terms are negotiated and books are not returnable. This is the more profitable alternative.

Nonfiction Book Writing-Start Writing and Improve Your Mental Health By Nancy Erickson

Nonfiction Book Writing-The Release We All Need

It's time for our country to release the stigma of "mental illness." When we release that stigma, then people can feel free to get help without the fear of public shame, humiliation, or backlash. Thoughts like "what will people think of me?" will dissipate and those suffering in silence from depression, anxiety, paranoia, or any other mental illness can get the help they *deserve* for themselves and their family. Until this stigma is released, and mental illness becomes more acceptable to talk about like any other illness (most people don't shame and humiliate people that have cancer), then millions of people will continue to suffer silently.

In honor of [World Mental Health Day](#) on Wednesday, October 10th, take a moment to reflect, either about yourself or a loved one, and consider the [options](#) now available to get help. This year's World Mental Health Day will focus on the issues our youth and young adults are facing and will begin the conversation around what they need in order to grow up healthy and resilient. But there are resources available for people of ALL ages to get help. It's never too late to seek professional help. ([Source](#))

Write for Peace and Release

It's no secret that I'm a fan of nonfiction book writing—obviously. If you know anything about me, you'll know that I've been writing quite literally my entire life (beginning with a small journal as a child), all the way into my adult years. I may not have always been *paid* as a writer (I had a couple of jobs early in my career that took me away from my talents), but it's something I *needed* to do my entire life. Let me explain.

If you've read my book [Stop Stalling and Start Writing](#), you'll know I disclose some pretty hard seasons in my life. One of the things I did to keep myself from literally *drowning* in my feelings was to [write](#) and get all of my "thoughts" out onto paper. The sense of relief and peace I felt then and now (yes, I still do it today), are indescribable. Whether you call it "nonfiction book writing," "journaling" or just "[writing](#)," the results are the same.

Don't believe in the mental health benefits of writing? Just listen to what award-winning novelist, author, and therapist coach Diane Sherry Case has to say about the topic:

"What if there was a form of therapy – a therapist so to speak – who was always available (for free!) and always listened? That therapist is indeed at your fingertips 24/7, even when you are alone. All you need is a pen and paper or your friendly computer. Most of us know that journaling has been shown to improve both emotional and physical health. Writing can help clear the mind, enhance your mood, alleviate stress, free up energy and awaken creativity..." ([Source](#))

What about you? Are you ready to "clear your mind, enhance your mood and alleviate the stress" in YOUR life? Then let's get that book out of your head and onto paper. [Contact us](#) today and we can help you take the first step!

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

(Suzi Reynolds, Media trainer)

Two concepts determine your relative success in answering questions: preparation and flexibility. You may or may not know the questions you will be asked. But if you know your topic and know what you want to get across to the audience, you will be able to perform more than adequately in any situation.

What makes a good guest for the show does not always make a good show for the guest. If all you do is answer the interviewer's questions informatively (whether or not they lead to meeting your goals), the host will think you are a great interviewee and perhaps ask you to return. But there is no future in being a professional guest if you do not sell your books in the process.

It's like Jeopardy. Think, "Here's the answer. Now, what was the question?"

Marketing Planning

(Editorial by Brian Jud)



Do you have 2020 vision? What will your publishing business be like in the year 2020? Do you have a plan to get there? Improve your 2020 vision with four sights:

- 1) **Foresight.** Create possible future scenarios and then plan your new mix of product, distribution, pricing and promotion decisions accordingly.
- 2) **Hindsight.** Evaluate what you did in the past and learn from your mistakes.
- 3) **Insight.** What is the unique difference that separates your product from competitors?
- 4) **Outsight.** Create a mastermind team – a group of professionals with various backgrounds and meet regularly to evaluate your position and plans.

The Very Idea – 16 Entrepreneurial Lessons from Shark Tank

(Editorial by Brian Jud)



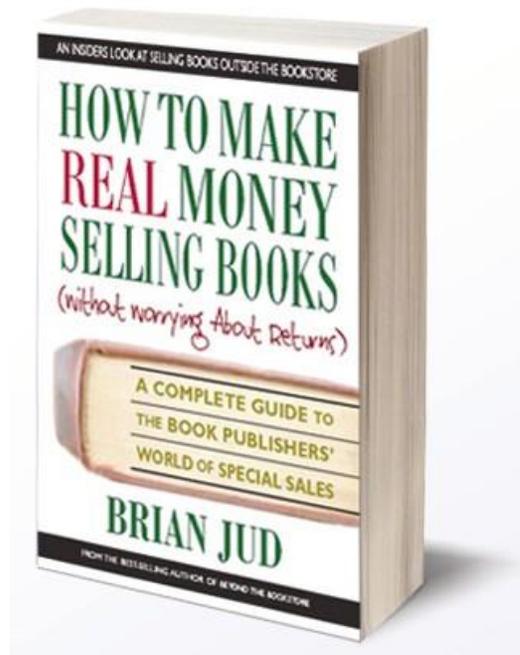
1. Know your strengths
2. Know your customer
3. Learn how to negotiate
4. Learn how to sell yourself
5. Have a good elevator pitch
6. Don't be blinded by passion
7. Do homework on the investors
8. Networks and experience matter
9. Don't overvalue your company
10. Listen to people smarter than you
11. Know your business and numbers
12. Not every business needs investors
13. Effectively communicate your vision
14. If they offer what you asked for, take it
15. Get a patent if your product is valuable
16. Make sure you're solving a real problem

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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...

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- Beat your competition
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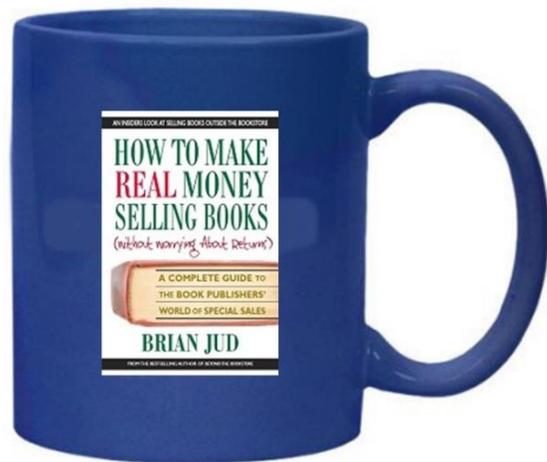
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- Encourage repeat purchases
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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
I won't share or sell your email address.

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