

Here is your December 31, 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 27 Number 423 December 31, 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 12/28/18**

<u>Title</u>	<u>Quantity</u>
<i>Unexpected Grace</i>	750
<i>A Winning Attitude</i>	300

Information from APSS



Association of Publishers
for Special Sales

You may have worked very hard this year without making the progress you had planned. What unforeseen circumstances made your progress more difficult? Don't let negative baggage from 2018 hold you back in 2019. **DARE** to do better next year:

Discover new markets in which to compete. Try different actions. Find new revenue streams and build a steady flow of profits.

Adapt your marketing plans to better fit your books, personality, goals and resources.

Respect yourself. Rid yourself of negative thoughts that could be dragging you down.

Empower yourself. Don't let the naysayers hold you back. Set your sights on a firm objective and don't let go. Keep marketing your books with a dogged determination and you will eventually see your sales grow.

We at APSS wish you great success in 2019. Happy New Year from Brian, Carol, Guy, Karen, Kaye, Kim, Rudy, Sarah and Sharon

APSS Bi-Weekly Top Ten List

Ten Ways to Pitch Your Book to A Media Outlet, By Brian Feinblum

If you had enough time to do something right, such as contacting a major media outlet about your book, how would you go about it?

First, research the outlet. What has it covered in the past on your subject or related subjects? Who at the outlet was involved in the coverage – a specific writer, talk show host, or blogger?

Second, what are the demographics of that media outlet – who are they trying to appeal to? Look at their advertising kit to know the answer.

Third, who does that outlet compete with? For instance, if it's a national newspaper, USA Today, Wall Street Journal, The New York Times and Washington Post go head-to-head daily for stories. They each think about and watch how their competitors cover things. Keep that in mind when pitching your story.

Fourth, think about the ideal timing to pitch an outlet. Do you pitch during a busy time or a slower period? Do you have a tie-in to the news cycle, a holiday, an anniversary, or an honorary day?

Fifth, what are the key story angles that you want to pitch and exactly how will you present these ideas to them? Will you do it by phone, email, package, in person, or via social media? Will you include other elements other than that you have an author and a book? For instance, do you have other experts, witnesses, or supporters to include in the story?

Sixth, do you have some interesting props or on-location items, to share with the outlet, to show how a cool story could unfold if done at a particular place?

Seventh, can you give your story a sense of urgency and answer the question: Why cover this; why now?

Eighth, what stats, facts, or hard numbers can you share to clearly support your story?

Ninth, do you have strong testimonials for your work? Can you get someone of name or stature to stand by you?

Tenth, do you tap into what people really care about – wealth, religion, health, politics, relationships (sex), family, life, death, power, humor, beauty, or nature/animals? You must get people to feel what you say, and to relate on a human level of whatever you want to share. Give it some drama and draw people in so they can get emotional. Will they be angry, sad, happy, motivated, or fulfilled?

There's no perfect pitch or ideal situation to convey your story idea to a media outlet. The media constantly are looking for a great story and it's clear that if you can provide something of value, something that matches what that outlet tends to cover and something that seems timely, unique, and helpful, you'll have a greater chance of convincing the media to cover you.

How to Relax During A Sales Presentation

By Brian Jud



Making a professional sales presentation to one or more prospective buyers is integral to making a large-quantity sale of your books. Yet, some authors fear doing that and let nervousness get in the way of delivering their message successfully.

Depending on your level of experience, there are three things could happen once you are introduced (and you might experience all three at different times). First, you will be so “on” that you conduct yourself with aplomb and the words flow out of you with astonishing precision. Your body language exudes confidence, you make all your points persuasively, and you deal with all questions and objections with alacrity and wit. In short, you are on a roll and everyone can sense it.

Or, you might feel nervous, wondering if you are saying and doing the right things. Your body language may be stiff and your vocal projection lacking. You wonder why you ever let yourself get into this position and you cannot wait for it to be over. Getting the order becomes less important than just getting out.

Most likely you will perform somewhere between the two extremes. You may feel a little anxious at first, but as soon as your confidence and practice kick in you relax and perform professionally. You make all your points, your audio/visual aids work as practiced and you close the sale with a win/win agreement. The more presentations you make, the more your performances tend toward this positive end of the continuum. But in any of these situations, there are things you can do to improve your performance. Here are a few of them.

- Perhaps the best way to reduce your anxiety is through adequate preparation. It is said that practice makes perfect, but practice makes permanent. So, make sure you are practicing the right things. And don't just practice until you get it right, practice until you can't get it wrong.
- Do not apologize for being nervous. The audience is less aware of your nervousness than you are. Do not call attention to it.
- Have two people on your team. If your mind goes blank your colleague can step in and save you. There is a feeling that together you can handle any questions or objections that arise.
- Use audio/visual aids to complement your words, not to hide your nervousness. It is painfully obvious when speakers look at the Power Point slides or flip chart page or bury their heads in a handout instead of making eye contact with people in the audience.
- Use your body language to help you calm down. Move with smooth, practiced motions. Relax your jaw and shoulders. When nervousness begins to overcome, you may forget what you can do to regain control of your emotions. So, write a reminder on your notes to relax your muscles and breathe deeply.
- Look at everyone in the audience. Some nervous speakers lock onto the eyes of one person and deliver the presentation only to him or her. Not only will you lose the other people, but you will make your target uncomfortable, too.

- If you perspire, keep a handkerchief with you. A speaker dripping sweat does not make a confident impression. But those with the self-assurance to continue confidently while wiping their brow can still sway the prospects. Under these conditions, wear dark clothes that do not show perspiration. And during your pre-presentation set-up of the room, see if you can adjust the temperature to a lower, but comfortable level.
- Do not tell jokes. Your prospects are not there to be entertained, but to find out how you can help them reach their objectives. A joke may receive a polite chuckle but will not help enhance your professional stature. And your anxiety will multiply if your joke is received with blank faces. Brief, light comments that show you have a sense of humor are welcome, but resist telling stories or jokes that build to a punch line.
- Drink warm water, but do so while someone else is speaking or asking a question. Do not try to quickly gulp the water between your sentences, or you might begin choking and coughing. That will further increase your unease.
- An antagonistic prospect can fuel your discomfort. Maintain your poise and listen to the person. Remind yourself that while you cannot control the question, you can control the answer. That does not mean that you discount the question and go off on a different topic. Instead, say that you *understand* where the person is coming from (that does not mean that you *agree*). Do not let it rattle you, but take it as a challenge to maintain your composure. Stick to the facts and say, “In my experience, this is what happened.” People cannot argue with your experience.
- Smile, though your heart is quaking. Most of the time the audience will not realize the extent of your anxiety. Practice smiling naturally in front of a mirror, so you get a sense of what it feels like. You may be surprised to know that sometimes when you think you are smiling your face does not show it.

Relax and enjoy yourself, but do not get too comfortable and make flippant remarks. Maintain your professionalism and think about what you are going to say beforehand. If you are unsure if a comment will be suitable, do not say it. As the saying goes, “If in doubt, leave it out.” In the end you will have some fun, sell more books, and understand that making a professional sales presentation is not as bad as going to the dentist.

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



Create Book and Chapter Titles—Sam Horn Method. You must create cool-sounding titles for your book and chapter headings. After all, chapter 2 and chapter 5 are not compelling titles.

Sam Horn, author of POP: Create the Perfect Pitch, Title, and Tag Line for Anything, has a terrific formula for creating book titles and chapter titles.

She likes to link your topic and your hobby. It's a clever idea, and it could work for you.

Here's an example: Let's say you are a financial planner and an avid golfer. Think of the sayings about golf. For example, going for the green, take a mulligan, driving for the distance, the eighteenth green, hole in one. Each phrase could turn into a title relating to financial planning. For example, —Going for the Green: How to Turn Your Savings into a Gold Mine.‖ That sounds better than —How to Turn Your Savings into a Gold Mine.‖ This technique gives your book a personality.

I used this exercise in this book. My original chapter titles stunk. I created the paint-by-numbers idea and realized I love art. I brainstormed art terms, went online, and searched for other art terms. I wrote them down. Then I let my creativity flow. The chapter titles you see came from that exercise. Some are great. Some are good. I cut ones that stunk. Release Your Inner Rembrandt? Nope. If your titles are too cute, you may please yourself with your wit, but you could turn off readers.

My coaching client Stephanie Freeth used this technique to create this wonderful title based on her love of dancing: The Nonprofit Strategy Tango: I lead, you follow and together we create your nonprofit's next strategic plan. Her chapter headings included:

- Are you ready to dance? Getting ready for strategic planning
- Envisioning your next production‖ (mission, values and financial sustainability) –
- Choreographing your steps‖ (goals, objectives, strategies)
- The technical rehearsals‖ (reaching initial consensus)
- The dress rehearsals‖ (allocating resources, measuring success, approving the plan)
- Post planning: your show is in production with a 3–5 year run (implementation and accountability).

If she can do this for a business topic, can't you?

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>

Your FedEx and UPS Shipments Will Be More Expensive in 2019

Leah Palnik, Partnership



FedEx and UPS rates are going up in 2019, and it's more important than ever that APSS Members know how to mitigate the impact to their business. Here are a few things you should know about the changes to come:

1. FedEx and UPS small package rates are increasing an average of 4.9% - effective January 7, 2019 and December 26, 2018 respectively.

2. Your actual costs will vary. Depending on the service you use and your package characteristics, you could see increases above or below the average.
3. Many common surcharges are also increasing. On top of the base rates, you need to be aware of the charges that apply to your shipments and how they'll affect your total costs.

Visit PartnerShip.com/APSS for complete program information and to enroll in the free APSS Shipping Program. If you have any questions, please call PartnerShip at 800-599-2902, or email sales@PartnerShip.com

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)

In 1984, while I was working for the University of Missouri, my wife and I spent the better part of one day creating a list of our life's priorities. They were, and still are, SPIRITUAL - HEALTH - RELATIONSHIPS - EMOTIONAL - PROFESSIONAL - FINANCIAL. Then after several of years of amazing life happenings, I sat down and created my 4 mantras. I highly recommend you enter 2019 with these 4 major priorities:

- Wake up every morning committed to be the best person possible with the above 6 priorities.
- Wake up every morning committed to making a positive difference in every contact that day - maybe only a compliment or a referral or a book recommendation or... There are a zillion ways to touch a life.
- Read a book a week - become a speed reader (www.eyeqadvantage.com).
- Create at least one new contact a week - have a solid networking system. Commit to the belief that one person could make a huge difference in your life.

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)

“My problem is that I have too many prospective buyers. How do you suggest I reduce them to a workable list?” Arnold Cleary

Not all prospective customers are equally disposed to purchase your books. Some will have no need for your content, while others may purchase your books on or before its publication date. Most are some place between the two, needing various levels of nudging to get them to make a decision.

- *Qualifying* is the act of going through your suspects, culling out those with no interest or buying power, leaving a list of potential customers.
- *Prioritizing* is to rank those remaining according to their level of interest and the other criteria, as described below. Then you can concentrate on selling to those who are more likely to buy.

How can you tell if a suspect is a good or bad prospect? Here are several ways to organize them according to their ability to buy your books. As you complete the listing in each section you will begin to pinpoint your top (A) prospects while at the same time choosing those who will take more time to cultivate. Here are criteria you can use to qualify and prioritize your prospective customers.

1) The size of the opportunity. People may buy your books in different quantities and rates, and at various times. Online bookstores may display your title on their websites and purchase from you as sales are made. Orders will come in for a book or two at a time until sales warrant stocking larger quantities. On the other hand, a company buying your books to use as a premium may purchase thousands at a time, but the sales process may take a year or longer.

2) The people involved in the decision. There are two groups of people involved in the book-buying decision process: the people who make the purchasing decisions and those who influence them. You must reach both in order to complete a large sale. The decision influencer may not be a person. It may be articles in newspapers and magazines, reviews, advertising and your media appearances.

3) Your familiarity with the market. You probably know more about some potential markets than other segments, particularly libraries or those in the retail sector. These mirror the traditional distribution with which you are familiar, so you are likely to close a sale more quickly.

4) The benefit to buyers. People buy for their reasons, not yours. And they all have different reasons for doing so. For instance, supermarket buyers seek quick inventory turns in limited shelf space, online marketers look for increased traffic to their sites, editors want more subscriptions and greater readership. Show these people how your title can benefit them and meet their needs.

5) The means of communication. Some people prefer to be contacted by telephone and others by email; some by direct mail, fax or personal visit. Find out how people want to learn about new titles and accommodate their desires.

6) Their awareness of your topic. People move through a series of stages before buying a product such as a book. First, they are unaware that it exists. Once they learn about it, they may not understand its benefit to them. After a series of exposures to your message they may (or may not) decide to buy it. Unfortunately, people are at various points along this continuum at any given point.

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-114: How to Land Appearances on Podcasts, by Cloris Kylie. See it and more at <https://bit.ly/2IAQn55> View it (and all courses) up to 5 times

Marketing Strategy

(Editorial by Brian Jud)



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.

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)



The National Recreation and Park Association's online bookstore has the titles ranging from targeted publications to scholarly texts. Find contact information for bookstores at many national parks there. Do not make the mistake of thinking you must have a "green" book to sell to parks. NRPA comprises 10 individual branches and sections, subgroups that represent everything from aquatics to natural resources to therapeutic recreation. The website store is at <https://apps.nrpa.org/store/>

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)



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.

Tell Your Story and Save A Life

By Nancy Erickson
(<https://thebookprofessor.com/contact>)



As a book coach, I often reflect on the amazing people I've met. I believe all encounters are part of God's master plan, but there are some that stand out more than others. I remember when my husband Tom introduced me to his blind friend, Bill. I'd never known a blind person, so I didn't know what to expect.

"So you guys worked together?" I asked

"Yeah," Bill said, "I was in consulting, and Tom was in tax."

"Consulting can be rough on the home life," I said. "You probably traveled a lot. Out Monday mornings and home on Thursday nights, right?"

"I lived that way for years," he said, "until I got shot."

Tom jumped in. "That's why Bill is blind. He was in Atlanta, coming out of the MARTA station with his boss and their customer. Some deranged guy jumped out and shot all three of them. Bill's bullet entered and exited through his temples, and it severed his optic nerve. He's been blind ever since. The other two guys died."

"It was an adjustment," he said, "but it wasn't really that big a deal. I thought, 'This is the way my life is now, so I may as well get on with it.' And I did."

"Wasn't that big a deal! How could you say that?" I asked.

"It just wasn't," he said. "I made up my mind to get back to doing the things I loved as soon as I could. It didn't make sense to sit around feeling sorry for myself."

"Get this," Tom interjected. "He really did get back to the things he loved. Six months later, he was snow skiing."

"That's amazing, Bill. Really inspirational. Have you ever thought about writing a book?" I asked. "A book?" he snorted. "What would I write about? I wouldn't have anything to say. I just took things one day at a time and got back to being me. That's not very interesting. I can't imagine anybody would want to read about that." He shook his head, rejecting the idea.

Reject The Belief That Your Story Isn't Inspirational

I don't know about you, but I think Bill's story is incredibly interesting—amazing, inspiring, and unusual. I wanted to learn how Bill was able to simply accept the fact that he was blind. I wanted to know what he'd done to reenter life as a fully functional man. And I wanted to know what sparked the thought that he could snow ski again.

Surely he'd been faced with all the can'ts: You can't drive, you can't go out by yourself, you can't travel, you can't work, you can't date, you can't ever be a whole human being again. And you certainly can't ever snow ski again. That part of your life is over. You will be in the dark forever.

But Bill didn't think those things. Instead, he put one foot in front of the other and lived what he thought was an unremarkable life. That he actually thought his life was unremarkable, to me, is remarkable.

In fact, Bill isn't unusual. As a book coach, I've met hundreds of people who have been through things, have learned things, have discovered things, and have developed things that could truly change the world—if only the world knew about them. But there's a nagging voice in their heads that tells them that they're average, that they don't have anything to say, that nobody would care about their story, that it's not a big deal. Just the opposite, however, is actually true.

What if someone out there is going through what you've been through, but the difference is that they had hope and help along their journey? That hope and help is in the form of YOUR book, YOUR story, YOUR healing. Someone needs to hear what you have to say—their life could literally depend on it. Contact us today if you're ready to get started a book coach!

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>)

In the case of most special sales, be prepared to wait as long as six months or more before any final decision is made. Even then, it may be another three to six months before you receive the order. Most catalogs, for instance, work with at least a nine-month lead time.

You're On The Air

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

The biggest fears people have when they come into the studio is that they'll look foolish, that they're not going to know what to do and not know where to put themselves. All you have to worry about is being comfortable. If you're not comfortable, you won't do well answering the questions. Sit down and feel at home. Talk to the interviewer. Ask, "What should I do? Who should I look at?" Ask if everything is in place. They'll tell you.

Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact a.annesi@sbcglobal.net, or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)

Atomic Reach

<http://www.atomicreach.com>

Based in Toronto, Atomic Reach for bloggers uses its specially designed technology to change how people tell stories. AtomicWriter adapts feedback based on the bloggers' audience to help them craft great blog posts.



The Very Idea

(Editorial by Brian Jud)

Bigger is not always better. Your book does not have to be hundreds of pages long for you to cover your topic effectively. Similarly, your literature and press releases should be only long enough to describe the benefits of your content adequately. Form follows function. Your answers to questions during your media performances should be brief and to the point. Be concise. Make every word count. As the saying goes, *Tell me quick and tell me true, or else, my friend, the heck with you.*



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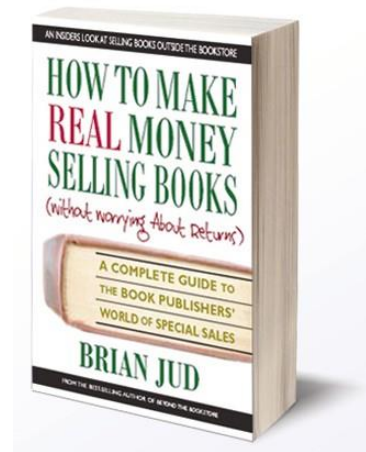
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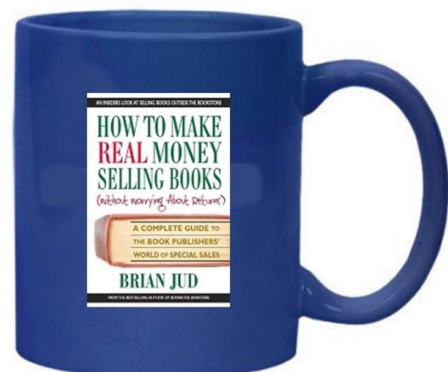
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Contact Information for Brian Jud

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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 now 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. Brian is Executive Director of the Association of Publishers for Special Sales (www.bookapss.org), a media trainer, frequent speaker at publishing events and creator of the Book Selling University (www.booksellinguniversity.com). Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>