

Here is your March 12, 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 6, Number 402 March 12, 2018

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**Top inquiries from the salespeople
for the week ending 3/9/18**

<u>Title</u>	<u>Quantity</u>
<i>Stunned by Grief Journal</i>	800
<i>Glory Got Her Glow Back</i>	250
<i>The Patient, Doctor, Bill Collector</i>	1350
<i>The Quest for Purpose</i>	2500
<i>The Haunted Trail</i>	1100

News From APSS

(The Association of Publishers for Special Sales -- formerly SPAN)



Display your book at the London Book Fair, save \$70 with the APSS discount

The deadline to display at the London Book Fair New Title Showcase is March 16, 2018

Have you ever wanted to display your books before thousands of people at the London Book Fair, but didn't want to spend thousands of dollars to do it? We have reached an agreement with The Combined Book Exhibit® (CBE) to display APSS members' books at major state, regional, national and international shows for one low flat fee per show.

Other deadlines coming up:

BookExpo New Title Showcase - Deadline: May 04, 2018

New York Rights Fair - Deadline: May 07, 2018

American Library Association Annual - Deadline: June 06, 2018

National Education Association - Deadline: June 11, 2018

CBE displays your book(s) with those of other authors and publishers at shows with heavy traffic. CBE also creates a catalog for each show it attends, and keeps a comprehensive database on its website with your contact information for an entire year.

See how much money you can save by having CBE exhibit at major shows by visiting <http://tinyurl.com/y7bpzgd> Register with your APSS membership number (insert it at APSS ORDER NUMBER).

To Your Success,

Brian Jud

APSS Executive Director

BrianJud@bookapss.org

Upcoming Marketing Webinar

March 13: **“What’s the Big Deal? How to Negotiate Large, Profitable Book Orders,”** By Brian Jud; 6:00 pm ET, <https://tinyurl.com/yaxymvda>

Take the "Junk" out of Direct Mail By Brian Jud

Direct mail has been given a bad reputation because of overuse and poorly designed mailing pieces. People tend to perceive direct mail as junk mail, and its Internet equivalent as spam.

However, when you have a finite, identifiable group of people who are potential customers for your books, direct mail may be the most effective and efficient marketing tool you can use to reach them. It gives you control of the timing, delivery and content of your promotion, a pre-determined fixed cost and the means to forecast and measure the return on your marketing investment.

Unfortunately, direct marketing is too often implemented simply by purchasing a mailing list and then sending an existing brochure. Unless you first prepare a plan, including a way to evaluate your relative success, you may end up wasting money and becoming disillusioned in the potential effectiveness of a strategic direct mail campaign.

Your plan can be a simple document that outlines the actions you intend to take in six key areas. These areas are the books/products you offer, the target market, the special offer you are proposing, the format you present and the ways in which you test and evaluate your costs.

The product. Not all books are destined for successful direct marketing. Is it a real value for the price you are asking? If you are trying to deplete your inventory of over-priced books simply by offering a reduced price via direct mail, you may be disappointed. Instead, think about your titles from the recipient's perspective. Is the point of difference important to them?

The target list. When mailing to existing customers, make sure your list is current and cleaned (old names eliminated) recently. While the addresses will probably remain the same, the names may change periodically.

The offer. The most important part of your direct-mail package is not your book, but the offer that surrounds it. There are several basic propositions you can use by themselves or in various combinations, depending on your objectives. Here are several.

- 1. Free information.** This is often the most effective offer, particularly when your objective is to generate leads for future business. Tell people that when they send for a copy of your book they will also receive a special report or some other free, useful information.
- 2. Samples.** If you are selling booklets or other low-cost items, a sample will show people the level of information and quality they may expect.
- 3. Conditional sale.** If you are selling a subscription of your newsletter, or perhaps a continuity book program, you could offer the premier issue of your newsletter for free if the prospect agrees to a one-year subscription.
- 4. Yes-No.** This is an involvement proposition where the prospect is asked to respond by indicating whether he or she accepts or rejects your offer.
- 5. Time limit.** Setting a time limit on a given offer forces action, either positive or negative. Usually it is more effective to name a specific date rather than a time period.
- 6. Discounts.** A discount is a popular lure and is particularly effective where the value of your book is well established. Three types of discounts are typically offered: for cash, for an introductory order or for volume purchases. Providing free shipping could be considered a discount if the customer is used to paying for freight.
- 7. Negative option.** This offer prearranges for shipment if the customer does not cancel the shipment by mailing a rejection form prior to the deadline.
- 8. Positive option.** Here, every shipment is based on a direct action by the customer.
- 9. Load-up.** This is a favorite of publishers of continuity series. For example, you would offer a set of twelve books, one to be released each month. After the customer has received and paid for the first three books you would invite him or her to receive the remaining nine all in one shipment with the understanding that payments may continue to be made monthly.
- 10. Free gift.** For best results, test several gifts to determine the one most appealing to the target audience. The most important criterion for gift selection is 1) appropriateness of the gift, 2) its effect on repeat business, and 3) net profit per thousand including the cost of the gift.
- 11. Secret gift.** If the prospective customer completes all the information on the reply card or order form he or she will receive an extra free, unnamed gift.
- 12. Advance payment.** If you want the customer to order with a credit card or to send a check with the order you could offer an incentive for doing so. This might be a special report or free gift.
- 13. Add-on offers.** If you want your customer to call you, tell them to ask for your special offer when they speak to your sales person.
- 14. Deluxe alternatives.** Give the customer a choice between your perfect-bound book and your special leather-bound edition. An autographed copy could be considered a deluxe alternative, too.
- 15. Offer a guarantee.** The words “satisfaction guaranteed” are at the heart of all mail order selling. If you include a buy-back option it becomes even more effective.

16. Bounce-backs. This offer succeeds on the premise that the best time to sell people is right after you have sold them. Here, forms offering more of the same item, related books or items totally different from that originally purchased are included in shipments or with the invoices.

The format. The standard format for direct mail is a three-piece package consisting of a cover letter describing the offer, a brochure and a reply mechanism.

The test. Before you embark on a 10,000-piece nationwide mailing, test on a smaller scale your choice of titles, the list you will use, the offer you will make and different formats you plan to use. Also test the timing of your mailing and alternative geographic areas.

Evaluation. Before you conduct your direct-mail campaign, make sure it will be profitable for you. calculate the cost of the mailing to make the offer, plus the cost of sending the title in response to an order.

Direct mail is a targeted marketing weapon that that can help you sell more books, test new titles, generate sales leads or communicate information about your authors and your business. It can be an effective and efficient addition to your promotional strategy – if used properly.

Brian Jud is a book-marketing consultant and the Executive Director of the Association of Publishers for Special Sales (APSS – www.bookapss.org– formerly SPAN). Contact Brian at brianjud@bookmarketing.com or www.premiumbookcompany.com

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com)

Time can be your friend even when it seems otherwise. You want to reach an interested buyer and they aren't responding. It can seem like forever to make a sale. After all, what's taking them so long? The flip side is when you look at your products and services after developing them a while ago and you suddenly see new ways to repurpose what you've got so you can make new sales.

That is happening more frequently by exploring downloadable possibilities to deliver content, and recurring suggestions by marketers to repurpose what you've got. Barbara McNichol has successfully done lots of repurposing in recent months. The second edition of her widely popular book, *Word Trippers*, has lent itself to offering her content in many other delivery formats, attracting large quantity sales from companies and associations.

ACTION - Dust off the products you developed months or years ago, the articles you wrote, the presentations you've given, and see what new life you can breathe into them. Taking your content in other formats to people who already love what you offer is a shorter path than creating new products from scratch!

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.)

What Laws Should I Be Aware of if I write about real people and events? Three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity.

Libel: Libel is the written form of defamation. Defamation has been defined as any written or oral statement that injures a third party's reputation. The oral form of defamation is known as slander.

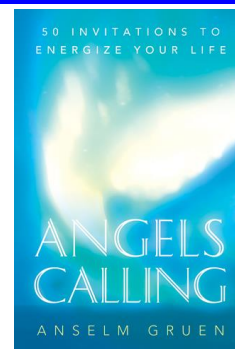
Right of Privacy: The American Heritage Dictionary defines the right of privacy as "the quality or condition of being secluded from the presence or view of others." More simply put, it is the right to be left alone. The three generally recognized invasions of privacy are intrusion, unreasonable publicity, 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.

Right of Publicity: 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 person (like "the Donald" and "You're Fired!" for Donald Trump), 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.

The Cover Story – George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com) george@fostercovers.com

A small-size book calls for a large image. This is a photo of the northern lights manipulated in photoshop to create a stunning image for such a context. Simple, bright, and blurry, as if it were a crude photo of an actual angel. The type is classic but feels modern. Yellow is used only for the author's name because white would have been too flat.



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)

Upon visiting a license bureau, I was recalling an incident told to me about a local state license bureau. A lady enters the license bureau and is amazed that she is the only customer. She approaches one of the three windows for service. She looks around for a worker and one appears from a back room with a mug of coffee and a Krispy Kreme doughnut in her hand. My friend is at window number one. After making the needed noise to attract the worker's attention, she informed her of her need for new license plates for her car. With a mouth full of doughnut and coffee, the worker muttered "window three" (pronounced "winder"). My friend, in a state of confusion, answers "Pardon me?" The worker, louder this time, shouts "winder three". My friend walks down to winder, I mean, window three. The worker now having consumed the Krispy Kreme and the coffee says, "Can I help you?"

While this saga was racing through my mind, I recalled my own experience in a license bureau that can only be

regarded as one those of those wonderful moments in time. It was in stark contrast to the one described above. A lady employee was so kind and helpful that "goodness" seemed to radiate from her. On leaving I said to her, "Thanks for making renewing a car license such a pleasant experience."

What was the basic difference between the two employees? Was the second lady born with marvelous communication talents or did she learn them? What an impression she made. I still recall the incident because it made such an impact on those around her.

I'm sure you have had similar pleasant or unpleasant experiences. Here is an exercise for you: identify some of the skills that you are good at and some that need some improvement.

Read through the list and mark those you're good at with a "1". Those areas where you need help, mark with a "2."

Organizing
Listening Skills
Speaking in front of crowds
Teaching
Meeting new people
Writing and developing new ideas
Group assignments
Getting reports turned in on time
Problem solving
Presentation Skills
Talking with strangers at a gathering
Making decisions
Evaluating
Dealing with conflict
Accepting change

Now, review the "1" and "2" marks. Where are you strong? Where do you need to improve?

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 how important it is to get a celebrity endorsement for my book, but how do I contact them for a testimonial? **Bob Rockerman**

Obtaining endorsements from celebrities is not a difficult task. The key is to make it as easy as possible for them to reply. Your initial query should include a cover letter asking them to give you an endorsement, the table of contents, a galley copy or sample chapters and a self-addressed-stamped envelope (SASE). Let them know you recognize how busy they are, and send sample blurbs from which they may choose. You might say something such as, "Other readers said something like this" Or, ask if they would like to have you write the testimonial for them. Where do you find the names and contact information for these VIPs? Here are some general sites on which you can begin your search.

- The Screen Actor's Guild (www.sag.com). SAG represents nearly 120,000 actors in film, television, industrials, commercials and music videos. Contact SAG at 5757 Wilshire Blvd. Los Angeles, CA 90036-3600; (323) 954-1600. If you are on the East Coasts contact SAG at 360 Madison Avenue, 12th Floor, New York, New York 10017, (212) 944-1030.

- For a fee you can join www.contactanycelebrity.com and get access to an online database with a mailing address, phone, fax and email address, agent, manager, publicist and charitable cause for many celebrities
- A free list of addresses, contact information and important tips on how to reach celebrities may be found at <http://www.reelclassics.com/Address/address-list.htm>
- A site with free background information about celebrities is <http://www.who2.com/>

You're On The Air

(Brad Hurtado, former producer of the television shows, Donahue, Maury Povich and The Charlie Rose Show)

If you are part of a panel discussion, you have three tools to use. Tool number one, jump into the conversation. Tool number two, always get back to the main point, your point, of the conversation. And tool number three is don't lose any chances to add your wealth of knowledge.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

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

Make your proposal to catalog buyers stand out from the others. Demonstrate how your book will actually look in their catalogs by pasting a copy of its cover on one of the pages in the catalog -- the page on which you think your book is best suited. Send this page with your proposal.

Marketing Strategy

When police begin an investigation to solve a crime, they think about all the possible suspects who might have committed the felony. They narrow down the list by eliminating those without a motive or the opportunity and means to carry out the misdeed (the MOM technique). Their final list comprises the “persons of interest” upon whom the investigation focuses. Your potential book buyers are your persons of interest.

If your potential buyer is at a retail establishment you actually have two persons of interest. The first is your customer, the person who purchases your books from you. The other is the customer of your customer, and these can vary widely within a target segment. For example, the customer at a Hallmark store is different from a person who patronizes a Spencer Gifts store. A museum gift shop will carry different products than will a hospital gift shop. Buyers at these places will seek different items to sell to different customers for different reasons.

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>)

Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks to music.

The Very Idea

(Editorial by Brian Jud)

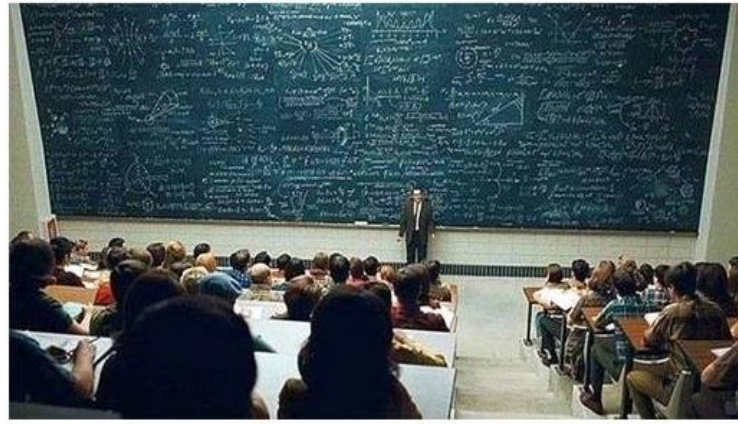
Providing more information does not necessarily mean that the recipient gets your message. Sometimes using fewer words is clearer and more memorable. Remember the copywriter's simple formula AIDA to quickly get:

Attention: Get the recipients' attention quickly using words that are important to them.

Interest. Once you have their attention, increase their interest in listening to you (or reading more) by expanding upon the attention getter and building their curiosity.

Desire. Add a few secondary benefits that support your attention-getter and motivate them to take favorable action.

Action. Ask the recipient to do something – buy, reply or arrange an appointment to meet personally.



As the old marketing adage says, "Tell me quick and tell me true, or else my friend, the heck with you."

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)

Try Kaleidoscopic marketing: Manipulating the four functions of marketing (product development, distribution, pricing and promotion) is like looking into a kaleidoscope. There are a finite number of pieces, but you can create an infinite number of combinations simply by rearranging them. With each turn of the device you reorient the existing material and a new image (action plan) is formed. Include special sales as one of the pieces and increase your sales and revenue.

Helpful Website of the Week – Adele M. Annesi

(Adele is freelance book editor, and a co-author of *Now What? The Creative Writer's Guide to Success After the MFA*. She may be reached at a.annesi@sbcglobal.net)

Carly Watters

<http://carlywatters.com/blog>

This is a great blog on queries, submissions, clients, conferences and the publishing industry.



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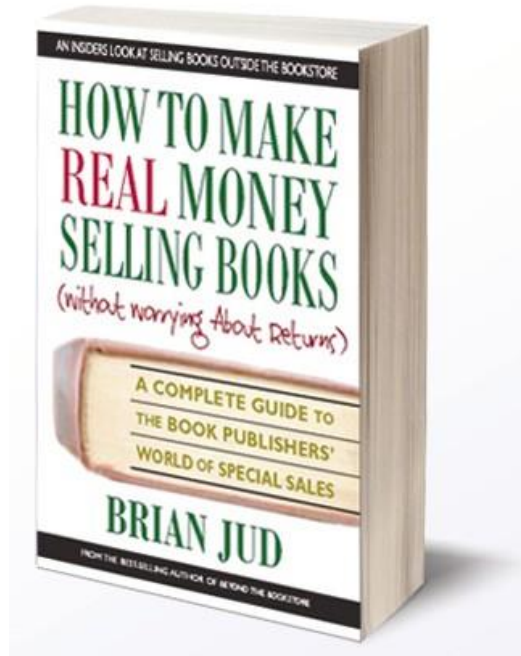
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Beat your competition
Become more profitable
Sell in untapped, lucrative markets
Minimize -- if not eliminate -- returns

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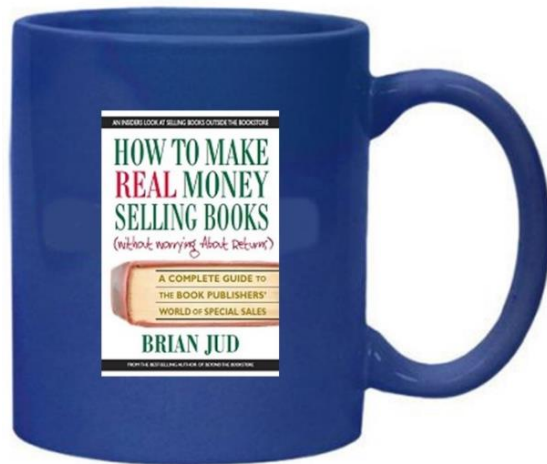


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- Have a fun giveaway for book signings and other events

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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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>
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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