

Here is your March 26, 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 7, Number 403 March 26, 2018

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**Top inquiries from the salespeople  
for the week ending 3/23/18**

<u>Title</u>	<u>Quantity</u>
<i>Deliberate Leadership</i>	1800
<i>A Place to Call Home</i>	2200
<i>Nuggets of Truth</i>	750
<i>Patient, Doctor, Bill Collector</i>	3700
<i>Prove Them Wrong</i>	1765

## News From APSS

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



Association of Publishers  
for Special Sales

**APSS can help you increase your sales and grow your business. We have added many new discounts and services in the past year. Here are a few of the 25 APSS discounts and services:**

- Save up to 50% on purchases through Staples
- Shipping (70% off UPS)
- Publishers liability insurance
- Your book displayed at BEA, ALA, Frankfurt and more
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- A program to sell your books for you to corporate buyers
- Distribution to bookstores and libraries in the US and Canada
- Distribution to non-bookstore retailers (airport stores, supermarkets, discount stores, etc.)
- Discount on Baker & Taylor distribution programs
- Discount on Ingram Spark™
- Get a discount on products and services from Bowker
- Mentoring program – meet with an expert at no charge

- Mastermind Groups
- PW Select: Your book in PW's print and online editions
- Discounts from *Foreword Reviews*
- Meetings near you – local APSS chapters nationwide. Here are those coming up soon:

APSS - San Diego (“meet and greet” on April 6, Tom@bookapss.org)

APSS - Mid-Atlantic ([workshop](#) on April 14, Zorina@bookapss.org)

APSS - Chicago (Richard Williams (IPG, speaking on April 17, Rebecca@bookapss.org)

APSS - Philadelphia (“meet and greet” on April 28, Laird@bookapss.org)

APSS - Santa Clarita (workshop on May 19, Willa@bookapss.org)

We are in the planning stages for Spring events for APSS-Charlotte and APSS-Northern CA. For more information on any of these contact the chapter president listed above or contact [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org) or (860) 675-1344

Not an APSS member? We invite you to take another look at all the ways in which the Association of Publishers for Special Sales can help you sell more books in large quantities with no returns. Visit this page for more information: <http://pro.bookapss.org/join-application>

## Upcoming Marketing Webinars

**April 4:** “How to Sell More Books at Trade Shows,” By Brian Jud; 6 pm ET, <https://tinyurl.com/y7eq6e4g>

**April 18:** “It’s Show Time – How to land and perform on more TV and radio shows,” by Brian Jud; 6:00 pm ET, <https://tinyurl.com/y7fzecba>

## Misunderstood Marketing By Brian Jud

One of the most misused words in the publishing business is marketing. Some people think selling is marketing, but it is not. Others think publishing is marketing, but it is not. Marketing is a distinct business philosophy that, if understood and applied properly, can help your business become more profitable.

There are four competing concepts under which publishing companies can conduct their marketing activities. These are the Publishing Concept, the Product Concept, the Selling Concept and the Marketing Concept.

**The Publishing Concept** holds that consumers will favor those titles that are widely available and low in cost. These mass-market publishers concentrate on achieving high production efficiency and wide distribution.

**The Product Concept** is the "better mousetrap" philosophy that assumes consumers will favor those titles that offer the most quality in terms of appearance and content. Here the emphasis is on cover design and writing quality.

**The Selling Concept** believes that consumers, if left alone, will ordinarily not buy enough of the publishers’ books. The company must therefore undertake an aggressive selling and promotion effort to coax readers into making a purchase. Publishers adhering to this philosophy seek to attract customers through heavy promotion that accentuates the features of the book.

These first three viewpoints focus on the needs of the company and its desire to convert a title into cash. The emphasis is on making the sale by selling what they publish rather than publishing what the market wants. This is

a short-term outlook that typically leads to lower profits and possibly, eventual failure.

Conversely, **the Marketing Concept** is a long-term business philosophy contending that the key to achieving success lies in giving prospective readers what they want to read. It rests on four pillars: target market, customer needs, integrated marketing and profitability.

## **Steps for implementing the marketing concept**

**1. Identify and define your target readers.** No publisher can sell to “everybody,” attempting to operate successfully in every market. No title is for everybody, regardless of what the author says. Publishers do best when they define their target readers, group them in segments, and implement a tailored marketing program.

A good example is a title about how to find a job. The author could say that everyone needs to get a job at some point, so the title is good for all adults. He or she might seek a heavy, broad promotional campaign selling the title’s detailed information on writing resumes and cover letters and conducting interviews successfully.

But the publisher with a marketing philosophy knows that the broad market of job-seeking adults is divided into a variety of target segments. These could include adults, college students, women, Hispanic people and blue-collar workers. Other niches that would be interested in buying career-oriented books include colleges, outplacement firms and state governments.

**2. Determine your prospective customers’ needs.** The quick analysis above points out segments with widely varying needs. So, the obvious next step is to determine what those needs are. Let’s first look at the college market, which has various buyers with diverse needs.

- College teachers are looking for books that could be used as textbooks, or for supplementary material. They need information that is presented sequentially, with discussion questions at the end of each chapter and perhaps an accompanying instructors guide.
- Students need concise, clear and inexpensive information that will give them the facts they need to find a job quickly.
- Career placement officers need to increase the number of students at their college who graduate with jobs.
- Alumni associations need to provide graduates with useful information that will increase the value of their alma mater and increase the size of donations to the school
- College bookstores want to make a profit selling books.

As you can see, buyers in any one segment have varying needs. Selling to all of them with the same literature and the same appeal will do little to increase your sales. Marketing to them, according to their individual needs, will have much better results. Understand the buyers in each of your target segments and market to them as individuals and you will sell more books.

Similarly, selling does not typically consider the differences among competitors, but marketing does. Under the selling concept a publisher may believe something such as, “my competitors all have 6" x 9" softcover books selling at \$14.95, so I’ll do the same thing.” The marketer knows that competition is made up of many different publishers. He or she will walk through several bookstores to evaluate the different titles. What are the different sizes, appeals, colors and prices? Visit a bookstore or conduct a simple search on Amazon.com for other titles in your category, ranked according to sales results, and look at what they offer for the price. How is your title different and better and how can you demonstrate that difference to your various target niches?

**3. Conduct integrated marketing.** The publishers adhering to the marketing concept would not end their strategizing here. They know that all parts of the marketing process must be coordinated or the results will be diluted. In fact, there are four parts that must be integrated into your marketing campaigns: the product and its distribution, price and promotion.

- **Product.** Your product may be a 6" x 9" perfect bound, softcover book. But the product of the product is what it does for the buyer. This is what you are really selling and you must decide if you are selling convenience, help, entertainment, information, etc. That is what the buyers need and for which they are willing to pay.
- **Distribution.** If you are selling your books through bookstores, a heavy sales campaign -- including an appearance on a major national TV show -- will sell very few books if they are not on the shelves in stores where your target readers shop (gift shops, supermarkets, discount stores). Also consider a direct-distribution strategy of selling to non-retail buyers in corporations, associations, schools and the military.
- **Pricing.** Pricing under the selling concept usually entails matching competitors' prices. Marketing considers what the reader is willing to pay for the value received. This may be more (or less) than competing titles.
- **Promotion.** This is the only variable considered under the selling concept. However, the thrust and content of your promotion (including social media, publicity, advertising, sales promotion, personal selling, direct mail and media appearances) change according to your target segment, product differences, distribution strategy and pricing. The marketer plans how these will interact and support one another for maximum effectiveness.

**4. Profitability.** The marketer understands that profitability is important, but that it should not be the objective of his or her efforts. Instead, the emphasis is on "doing the right things" instead of "doing things right." The intuitive marketer will work at performing all the tasks well that will generate profits; and then profits will come.

There is a significant difference between selling and marketing. A heavy selling campaign will of course sell some books, but it will not have the long-term-revenue impact as a targeted marketing campaign. Know to whom you are selling, what is important to them, how you can integrate all the marketing elements and then place the emphasis on doing the right things. You will sell more books and become more profitable in the process.

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

**How to Get on Best Seller Lists**  
**By Shelly Leung**

How best seller lists really work and tips for getting your book(s) on them!

There are a number of trusted best seller lists — The New York Times, The Wall Street Journal, USA Today, among others — that collect data about books on the market. This data is compiled sometimes weekly, sometimes monthly, and they result in what consumers now know as the “Best Seller” lists. But what data are these organizations collecting? How are they analyzing the numbers and how is a best seller chosen? And ultimately, how do you get your books on the best seller lists?

The first step in understanding the best seller lists is to understand how they are constructed. Let’s use the NY Times’ list as an example. There are several categories within this list, such as business, non-fiction, young adult, etc. Along with the various categories, The New York Times divides its lists into “Weekly” and “Monthly.” The weekly lists compile sales from the previous week only. If a book comes out on a Tuesday, its sales will be reported the following Monday and the list will be released online on Wednesday. The list is released in print on Sunday issues of the newspaper. Is this a bit confusing? Let’s look at an example: A book coming out on Tuesday, June 6th would be reported on Monday, June 12th (including pre-release sales). The New York Times list will appear online reporting sales between June 4th through June 10th on Wednesday, June 14th. The list will print in the paper on Sunday, June 17th.

Have you had enough time to digest all that? Do you have a better idea about how to get on the weekly best seller lists? Good, because we’re now moving onto monthly best seller lists. Monthly lists are released at the end of the month for the month prior. For example: The monthly best seller lists for June 2017 reflects total sales for May 2017.

Monthly lists are usually capped at 10 titles with only three categories: Business, Science, and Sports & Fitness. Categories and titles that are not tracked include: perennial sellers, required classroom reading, textbooks, reference and test preparation guides, ebooks available exclusively from a single vendor, journals, workbooks, calorie counters, shopping guides, periodicals, and crossword puzzles. If a book falls into more than one category, The New York Times will classify the best seller into whichever category they see fit. So now that you know what the best seller lists are and when they will appear, you must be curious as to where the mysterious data that controls your title’s future come from. The New York Times and USA Today collect their information directly from stores and online retailers that submit their weekly sales. The Wall Street Journal takes its information from Nielsen BookScan, which represents about 80% of all book outlets in America. The list creators like to have a broad representation of reporting venues, so you’ll see numbers coming from Amazon and Barnes & Noble, smaller independent bookstores as well as grocery stores, airports, and wholesale clubs.

After all these numbers are gathered, how are best sellers chosen? It’s a secret! This may sound anticlimactic, but all of the major list creators are very secretive when it comes to the “best seller formula” so as to preserve the best sellers lists’ integrities. From what we can determine, they look at a variety of factors — total number of copies sold, comparing sales to other books in the same category releasing that week, the number of stores who are selling the book across the country, and the number of books that are actually moving out of the publisher’s warehouse at a constant rate.

What’s this about a “bulk dagger” on The New York Times best seller list? It sounds ominous, but it is just a little marker that goes on the NY Times Best Seller list next to titles that report bulk sales. There’s also some fine print at the very bottom of the list explaining this. That being said, it’s very unlikely that a book that reports only bulk sales will make the list. You really need to have great retail sales in your category and bulk is a supplement to those sales.

This is all great if you’re gunning for a spot on a best sellers list, but if you’re not, why bother reporting? Consider that reporting sales helps authors and publishers keep track of a title’s total sales. This information proves especially important for authors planning on negotiating more book deals in the future.

Have we convinced you? Are you ready to report? Here's how BookPal reports every Monday for the previous week: when the site is open for reporting, we pull our sales out of our system, add back in any pre-orders, and upload it to the lists. We add our pre-orders because they count towards the book's release week. The lists don't track before that. Why? Without an actual book, there's no sale. There are instances when brick and mortar stores don't sell books ahead of time and many online orders can be canceled. Because we're an online store, we pull out all pre-orders and pop them back into the system after the book has been released.

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

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

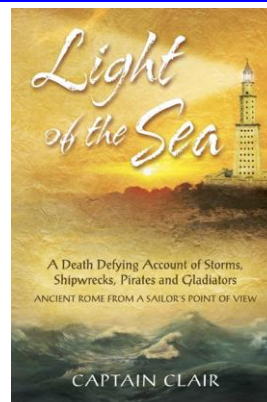
**What is intellectual property?** Intellectual property is defined loosely as property created with the mind, as distinguished from real property (land) and personal property (laptop).

- *Copyright:* A copyright protects an author's original artistic or literary work, whether published (meaning distributed to the public) or unpublished (not distributed at all or only to a few people). Under copyright law, the term "author" has a special meaning: the creator of an original literary or artistic work.
- *Trademark:* A trademark protects a word, phrase, symbol, or device – the mark – used in business to identify and distinguish one product from another.
- *Service Mark:* A service mark protects a word, phrase, symbol, or device – again, the mark – used in business to identify and distinguish one service from another. The purpose of trademark law is to avoid consumer confusion.
- *Patent:* A patent protects an invention by granting the inventor the exclusive right to exclude others from producing or using the inventor's discovery or invention for a specific period of time.

## The Cover Story – Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at [www.knockoutbooks.com](http://www.knockoutbooks.com))

Historical fiction, this cover had to denote a variety of subjects from the lighthouse at Alexandria to storms and shipwrecks during Roman times. A layering effect was utilized to meld the images over a textured background. The author wanted to focus on the light aspect vs. the darker themes visually. Calligraphic and brush stroke font was used for the title.



## Leadership and Growth Concepts – Tom Hill

(Founder and CEO of the Eagle Goal Coach, an organization devoted solely to assisting others find and follow their life's passion. Tom can be reached via e-mail at [tom@tomhillwebsite.com](mailto:tom@tomhillwebsite.com))

What is Noobpreneur? It is a term I've coined to describe myself as "Newbie Entrepreneur." I define a newbie entrepreneur as someone who is ALWAYS a newbie (first-timer) in his/her entrepreneurial journey. In other words, a noobpreneur is someone who is not afraid to learn new knowledge and try new things.

Some of the "keywords" in a noobpreneur's book: Fail fast, perseverance, resilience, kaizen (continuous learning,) and outside-the-box. A noobpreneur is not doing things based on mainstream ideas. Even if he/she choose to do the been-there-done-that opportunities, he/she will observe them, copy them AND modify them. See <https://www.noobpreneur.com>

## Answers to Your Questions About Non-Bookstore Marketing

(If you have a question about selling books to non-bookstore buyer, send it to [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com) and he will answer it here)

**“I used the prospecting tools you suggested in your book *How to Make Real Money Selling Books*, and found the names of many people to reach. But how can I find their email address to contact them?”**

**Blaine Murphy**

When it comes to selling, finding the buyer's name isn't the hard part. The difficult part is finding out how to get in touch with that person. However, it doesn't have to be, and is probably much easier than you think. Here is a tool you can use to locate the best email contact information for a prospective buyer.

Hunter (formerly known as Email Hunter): Hunter (<https://hunter.io/>) is a Chrome extension that uses the email naming convention of a company to guess the proper email address. For example, if your name is Joe Smith and your company uses the email template of [jsmith@company.com](mailto:jsmith@company.com), it is easy to guess another employees email... if you know their name; it's clearly the first letter of the first name followed by last name at company.com. So, if you are on Brian Jud's LinkedIn page, Hunter would come up with the guess [b\\_jud@bookapss.org](mailto:b_jud@bookapss.org). You must create a free account to get the complete address. Hunter will only find work-related emails and you are allowed 150 uses per month for free. The search is based off the most recent employer on that persons LinkedIn page, so if the individual no longer works for that company, this will be a dead email.

## You're On The Air

(Suzi Reynolds, professional media trainer)

*The more involved your answer, the less involved is your audience. They think, "I can't do all that" and they'll tune you out. Make it sound easy for them.*

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

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

**Do you have a gift book?** Hallmark purchases books from independent publishers, on a returnable basis with discount ranging from 50% - 70% off the list price. Books priced at approximately \$10 - \$15 sell best, and they become “pricey” as they approach \$20.

Start the Hallmark submission process by contacting the Retail Marketing & Merchandise Manager at [booknotes@hallmark.com](mailto:booknotes@hallmark.com). Describe your marketing flexibility and the title or line of books you propose. Demonstrate that you know the stores. Note your promotion plans, but in the context of Hallmark's needs.

## Marketing Strategy

Malcolm Gladwell said, “Goliath lost because it never occurred to him that the battle could be fought on anything other than his own terms. The lesson is that victory is yours when you surprise your opponent.” The lesson for us when selling books is to be creative when making our proposals to corporate buyers. Do the unexpected. For example, corporate buyers may ask you to pay a penalty if the book shipment is late. You will catch them off guard if you immediately agree, but ask for a bonus if delivered on time.



## 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>)

When negotiating for first serial rights, you should consider what price to ask. You don't want to price your book out of the market, but at the same time you want to get a fair price. Here are a few guidelines to use in determining your price:

- 1) The higher the circulation of the periodical, the more it can generally afford to pay.
- 2) How much of your book do they want to excerpt?
- 3) Does the publication want exclusive rights to the entire book or to just part?
- 4) For how long do they want exclusivity?
- 5) Syndication rights should sell for more than first serial rights to one publication.

## The Very Idea

(Editorial by Brian Jud)

Have you ever felt that you have taken on a little more than you can chew? It's the pits. Find your "target-market sweet spots" by segmenting your overall market into smaller, bite-size groups of buyers that you can reach effectively and efficiently.

For example, if you have a children's book, divide your overall market into groups such as PTOs, home schooling, military schools, daycare centers, mom's groups, zoos, retailers and children's hospitals. Then persuade buyers in each to purchase for the reasons that are important to them.

Don't try to sell your book to everybody at once. Instead, know that you can win big by thinking small. Now, that's a mouthful.



## Marketing Planning

(Excerpted from Brian Jud's e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*; [www.bookmarketing.com](http://www.bookmarketing.com))

To not fight a bull when you are afraid is not courageous. To fight a bull when you are not afraid is not courageous. But to fight a bull when you are afraid, that is courageous. What gives you the courage to act on your ideas? Having a well-thought plan? Encouragement? Faith in the idea? Past successes? What puts a lion in your heart? "Bravery is being the only one who knows you're afraid." Col David Hackworth

## 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](mailto:a.annesi@sbcglobal.net))



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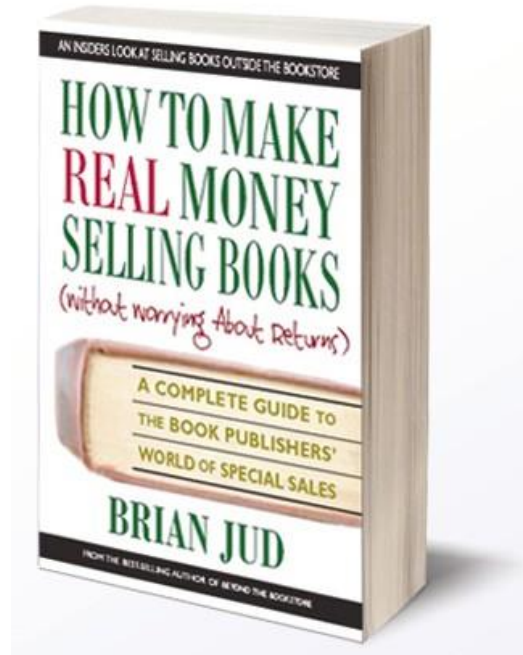
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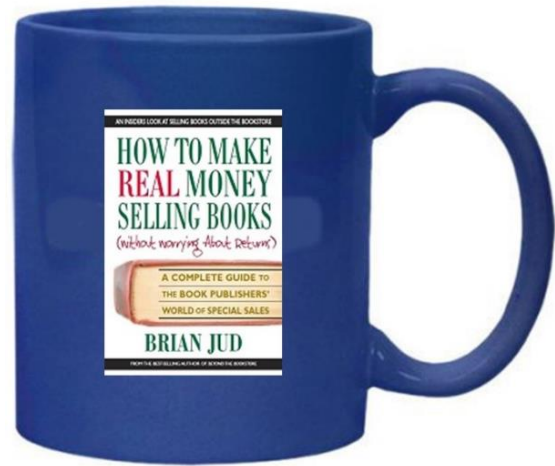


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( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

### **Contact Information for Brian Jud**

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

To subscribe to *Book Marketing Matters* click here: <mailto:[brianjud@comcast.net?subject=subscribe](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](http://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](http://www.bookapss.org)

He also offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at [www.bookcentralstation.com](http://www.bookcentralstation.com). Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing.

Brian is the editor of this newsletter. If you have questions, comments or want to contribute a short article, contact him at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com)