

Here is your April 9, 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 8, Number 404 April 9, 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 4/6/18

<u>Title</u>	<u>Quantity</u>
<i>Finding College Cash</i>	2200
<i>Binkie Learns to Fly</i>	4000
<i>Joy Unleashed</i>	600
<i>The Whole Nine Yards</i>	2550

News From APSS

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



Association of Publishers
for Special Sales

**Win \$5,000 and an author profile in *Publishers Weekly*
APSS members get a discount on entry fee**

The BookLife Prize is an annual writing contest sponsored by BookLife and *Publishers Weekly*. The grand prize is \$5,000 and an author profile in *Publishers Weekly*. All entrants receive a Critic's Report, a brief critical assessment of their novel written by a *Publishers Weekly* reviewer.

The Prize seeks to support independent authors and discover great written works in six categories: Romance/Erotica; Mystery/Thriller; Science Fiction/Fantasy/Horror; General Fiction; Memoir/Autobiography; and Middle-Grade & YA Fiction. The Prize is judged by PW reviewers, editors, acclaimed authors, and publishing veterans, and awards are given to finalists in each category, with a grand cash prize of \$5,000 going to the most outstanding finalist.



The entry period for the 2018 BookLife Prize will be April 1, 2018, through August 31, 2018.

The grand prize winner of the BookLife Prize will receive a cash prize of \$5,000 as well as a profile in Publishers Weekly. The grand prize winner will be solely responsible for any federal, state or local taxes that may result from winning.

Finalists, one from each respective submission category of fiction, will receive a blurb (i.e., a promotional description, as found on the jackets of books) from a bestselling/award-winning author or professional editor serving as a guest judge for the Prize, as well as a mention in Publishers Weekly.

All entrants will receive a Critic's Report, which includes a score as well as a brief written critical assessment of their novel by a Publishers Weekly reviewer.

"Since reaching the finals I have signed with a literary agent and been contacted by a film producer. Most importantly through the process of participating in the Prize, I got very valuable feedback on my work and broadened my author network considerably." T.J. Slee

Here's the link to complete information about the Prize: <https://booklife.com/about-us/the-booklife-prize.html>

APSS members \$24 off the \$99 entry fee. Get the promotion code by contacting Kim@bookapss.org with your APSS membership number. If you don't have your number contact Kaye@bookapss.org

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 APSS Events

Webinar

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>

In-Person Events

April 14, 10:00 am – 3:00 pm: APSS-Mid-Atlantic is holding a workshop at the Hangout Grill in Strasbourg, VA. A content-heavy day of dynamic, practical, book-marketing information. Discover how you can become more profitable selling your books in ways that you never imagined and to people you never knew existed — in large, non-returnable quantities. Register and display your book(s) for free at the Maryland/Delaware Library Association Conference. To reserve your place at this session [click here](#) or contact Zorina@bookapss.org for more information

April 17: APSS-Chicago is sponsoring a presentation to help you get and benefit from bookstore distribution. The speaker is Richard T. Williams, Director of Publisher Development for the Independent Publishers Group. He will lead an engaging discussion about publishing for the trade and trade distribution: what it means, what it can do for your publishing program, what you need to do to make your book trade-friendly, how to market and promote for the trade. It will be held on Tuesday, April 17, 5:30-7 p.m. at the Comfort Suites, 320 North Michigan Avenue Chicago. For more information contact Rebecca Chauncey, President of APSS-Chicago at Rebecca@bookaps.org

April 28: APSS—So. New Jersey/Greater Philadelphia is conducting a "meet and greet" luncheon in the Rector's Room 55 W. Afton Avenue, Yardley, PA to launch this new chapter. Contact chapter president Susan Laird at laird@bookapss.org

May 19: APSS-Santa Clarita is conducting a one-day workshop. The location will be announced shortly. For information on any of these events contact the chapter president or BrianJud@bookapss.org

Know Your Buyers and Increase Your Sales

By Brian Jud

When asked who their target reader is, many authors reply, “I don’t know,” or “everybody who likes (their topic).” Either answer will reduce your sales. People buy for different reasons. Retailers want store traffic and more profit. An appeal to that motive will not persuade librarians or consumers to buy your book. Know your prospective buyers and promote to them according to their objectives, and you can increase your sales.

Describing your potential buyers helps you make the right product available where and when prospective buyers want to buy it. It also makes your distribution, promotion and selling strategies more effective and efficient as you reach each prospect with the proper message. This applies to fiction and nonfiction equally.

Defining your likely buyers is not difficult if you simply think of the 5Ws: who, what, where, when and why. For instance, if your prospects are in an older demographic, you might consider a large-print edition and promote more with traditional than mobile media. Instead of saving for child-raising or college expenses, they may spend more on travel or save for retirement. That information would lead you to distribute through airport stores or gift shops on cruise ships rather than discount stores. Is your content seasonal? Then plan your distribution and promotion accordingly.

Now that you know your target readers, use two parallel distribution paths: retail and non-retail. Retail sales – through bookstores as well as non-bookstore retailers such as supermarkets, airports, discount stores, etc. -- typically require a distribution partner, and unsold books are returnable. The other route is to sell directly to non-retail buyers in corporations, associations and the military. These people use your books as promotional items such as premiums, ad specialties and self-liquidators, and in most cases are non-returnable.

The best distribution system is a combination of retail and non-retail sales. For example, have your book about pet fish available for sale through Petco and PetSmart, in stores and online. Also convince the manufacturer of home aquariums to purchase your book in large quantities and give them as a gift-with-purchase to people who buy them.

The information below describes how to apply these strategies to a book with content appropriate for women. But since women of different ages buy for different reasons and in different ways and places, it is important to group them according to their similarities. Women 22 – 40 may be in their parenting years and have less discretionary income. Women 40 – 60 are probably more concerned with careers and have more to spend on travel. Here is how you could organize your distribution, selling actions and promotion accordingly.

Retail, non-retail and promotional strategies for women/parents, aged 24 to 40

Most publishers – of fiction and nonfiction – are most comfortable selling through retail outlets, so the first step is to create distribution. Your prospective buyers might shop in supermarkets, or gift shops in parks (<http://easternnational.org/> and <http://www.wnpa.org>), zoos and museums (<https://www.eventnetwork.com>). They might visit specialty stores (for toys, kids’ clothes, furniture and others, contact <http://www.selectmediaservices.com>), pet stores (find distribution partners at the Pet Industry Distributors Association, <https://www.pida.org>), educational stores (<http://www.discoverytoysinc.com>), pharmacies, dollar stores, wholesale clubs and discount stores (seek distribution through <http://www.readerlink.com/> and <https://symaksales.com/Home/>). With less time available for shopping, target buyers may search for your content through catalogs, home shopping networks and stores online. Is your content appropriate to the academic market? Then arrange distribution with American Reading Company (<https://www.americanreading.com/>) and sell through

Collective Goods (formerly Books Are Fun, <http://www.collectivegoods.com/>).

Non-retail opportunities for this segment include sales to libraries (public, children's, hospitals, etc), childcare centers (<http://bit.ly/2qmT0Uj>), book clubs for kids (<http://bit.ly/2qof4xP>), groups such as the International Moms Club (sell through AmazonSmile and support IMC, <http://www.momsclub.org/>), or as a fundraising item for PTA/PTO events (<http://bit.ly/2ISIFKi>).

Sell your book as a premium to appropriate organizations such as The National Association for the Education of Young Children (<http://www.naeyc.org>), homeschooling associations (find a directory of homeschool associations at <http://www.homeschoolcentral.com/hsorg.htm>), private schools and government agencies. For work-at-home moms, contact buyers in places such as the Families & Work Institute (<http://www.familiesandwork.org/>) or the Home Business Network (<http://www.homeworkingmom.com/>) to use your book as a premium.

Implement a niche promotion strategy to reach these prospects through social media, by participating in relevant groups on Facebook and Twitter, and submitting books for niche awards and reviews (<http://fictionwritersreview.com>). Authors could seek appearances on niche television and radio shows (<http://www.usnpl.com/>). Find print media that reach your target buyers, then seek reviews and submit articles to be published in them. Depending on your content, examples include *Parenting*, *American Baby*, *You & Your Family* and/or *Working Mother*, as well as *Home Business Magazine* (<http://www.homebusinessmag.com/>), *Home Business Journal* (<http://www.homebizjour.com/>) and *Home Business Report* (<http://www.homebusinessreport.com/>).

Retail, non-retail and promotional strategies for women, aged 40 - 60

These women generally shop in stores different from the younger group, so create distribution (potential partners listed above) through appropriate retail outlets. They might purchase products in gift shops, but those in hotels, at airports, on cruise ships or Hallmark stores. Your choice of specialty stores might include camera shops and jewel stores. Instead of discount stores, you might sell through Macy's or Neiman Marcus.

Your choice of online bookstores might include 800CEOread (<https://800ceoread.com>) and other business-oriented stores online such as Franklin Covey Co. (<http://www.franklincovey.com>), Successories (<http://www.successories.com>), and The National Small Business Network (https://www.businessknowhow.net/Books-Manuals_c_11.html)

Submit your book to lists of business books (<https://www.ryrob.com/best-business-books/>). Seek an office-supply wholesaler such as Essendant (<https://www.essendant.com/essendant/about-us>), and use Collective Goods to set up displays in workplaces (<http://www.collectivegoods.com>).

Non-retail opportunities could include sales to reading groups scattered around the country. (<http://www.readinggroupchoices.com>). Conduct seminars, webinars and personal presentations, communicating your content to career women.

Sell your book in large quantities to alumni associations as a fundraising item, and to other associations such as the Young Presidents' Organization, (<http://www.ypo.org>), the National Association of Women Business Owners (<http://www.nawbo.org>), the Association of Women Professionals (<http://www.awoman.org/>) or the National Association of Female Executives (<http://www.nafe.com/>) for use as a premium or advertising specialty. Sell to niche libraries (law, hospitals or business) and to business schools for use as a textbook or supplemental reading.

The promotional tactics and messages you use to reach buyers in this segment will also be different. Your social networking might be confined to LinkedIn or Yammer. You would still seek awards and reviews, but they would be in different niches (submit chapter reviews to The Entrepreneur Bookstore, <https://bookstore.entrepreneur.com/>). Try for appearances on radio and television, but for different shows such as

TV CEO Exchange (<http://www.pbs.org/wttw/ceoexchange/>) or CNNmoney (<http://money.cnn.com/>)

The examples and the links above can be integrated into a marketing strategy for any genre. Just base your sales, distribution and promotional actions on a good understanding of who your prospective buyers are, as well as what, where, when and why they buy.

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)

While rarely speaking in absolutes, it is safe to say that now is always a good time to share your knowledge, to publish it so others can benefit and so you can expand your reach and your bottom line. Creating a tips booklet manuscript is an ideal cornerstone to build on, whether you ever print tangible copies or keep your publishing activities to only downloads and licensing.

One of many first-time publishers this year is Louise Lalonde. Her booklet and her website took her from "zero to being in business" in record time, from no products or website to an online presence, a full product line, and conversations with many large quantity prospects and potential licensees. She is following her dream of becoming a published author based on what she has learned along the way in her life's journey.

ACTION - Notice how long you've been thinking about publishing something. The story you have been telling yourself might be you want to write a book and have yet to do so. You can write that book by creating a booklet at a time or one booklet that becomes the expandable outline for your book, or decide you don't want to write a book after all!

Publishing Scams: Six Red Flags That Scream "Rip Off"

It's heartbreaking. You go to a local fair and there at the author's table is a row of smiling hopefuls, eager to sell their books. A few are beautiful books, either self-published or produced by traditional publishers. But so many are poorly written, poorly produced, with amateurish covers and cheap bindings. The author's smiles are wearing thin as they realize that the world isn't flocking to buy their books, and they're just beginning to wonder if there's something wrong with this picture.

Score another for the vanity presses. The poor authors, with no knowledge of the business end of publishing, have been snookered out of hundreds or even thousands of dollars and now have cases of unmarketable books serving as very expensive doorstops.

In these days of POD (publish-on-demand) technology, the vanity presses may promise to ship the books when they are ordered, which at least relieves the author of having to warehouse the books. But the vanities still charge large amounts of money and the author is still left with an empty bank account and shattered dreams. Or worse. Some scammers take money from hopeful authors and deliver nothing at all. The good news is that with a little knowledge, it isn't too hard to spot a scam. Here are some obvious red flags to look for:

Red Flag #1: "We'll publish your book for ONLY \$595!"

Remember this one rule above all: legitimate publishers pay YOU for the rights to publish your book. You should never have to pay anyone to publish your work unless you choose to self-publish.

To get a book published, you have to write the very best book you can. You must study the market, and use a current market guide to select the most appropriate publisher. You submit your manuscript using a standard manuscript format, which is described in most good books on writing and publishing. While you wait for a reply, you go to work on your next project. If a publisher is interested, an editor will contact you and make an offer. The publisher will pay you an advance against royalties, and once the advance is earned back, you will earn royalties on further sales. You or your agent may also sell other subsidiary rights, such as foreign translation rights or movie rights. Chances are high, however, that your manuscript will be rejected. If that happens you select the next publisher on your list and send the manuscript there, then go back to work on your next project.

If you want to self-publish, the best way to go about it is to create your own small publishing company. You give your company a name, you choose a good printing service, you buy the ISBN number and file for copyright. If you pay for "publishing," but the book bears the imprint of another publisher, that company is a vanity publisher. A good printing service will encourage you to use your own imprint. You have a much better chance of getting a distributor to carry your books if you use your own imprint. Most distributors steer clear of vanity publishers. If you want only a few copies, such as a memoir meant only for family, look for a good book binding service.

Red Flag #2: "Authors wanted by major publisher!"

No legitimate publisher ever has to advertise for authors. All major publishers have gigantic slush piles stacked high with far more manuscripts than they will ever be able to use, most of which are of poor quality. If you see an ad in the back of a magazine that offers to "publish" your book, or suggests that they "need" authors, chances are high that it is a vanity press.

Red Flag #3: "We know the secret for instant success!"

There is no "instant success" in the publishing world. Most famous authors worked hard for years to become an "overnight success." Sometimes a lucky break will propel a new author to the top of the bestseller list, but remember, their story is just one out of millions. Most authors never get that kind of fame. If the opening page of the site talks about how your book could be a best-seller, be cautious. Real publishers don't make those kinds of promises, because they know the reality of the publishing business.

Red Flag #4: "Traditional publishing is dead/a rip-off/not worth your time."

A publishing company that disparages traditional publishing is almost certainly either a vanity publisher or an outright scam. What they are disparaging are long-established honest businesses that carefully select the manuscripts that are most likely to sell and pay the authors for the rights to publish these works.

Red Flag #5: “We’ll list your books on Amazon.com!”

Getting your book listed on Amazon.com is as easy as going online and filling out a form. Anyone can do it. And a listing on Amazon isn’t a guaranteed path to success. Even in this day and age of online commerce, something less than 10% of all books sold are sold online. The vast majority of books are sold through bricks-and-mortar bookstores. While you may possibly be able to talk your local bookstores into carrying your self-published book, the only way to get it into bookstores across the nation is by getting a distributor to carry it. That can be expensive (which is one reason that the vanities don’t bother with distribution), and distributors won’t touch vanity books (which is the other reason). Distributors and bookstores also don’t like POD (publish on demand) books, because they can’t be returned if they don’t sell. Booksellers, unlike most businesses, expect to be able to return or destroy unsold books and get their money back. It sounds crazy to other businesses, but that’s how it is. If the publisher can’t offer distribution services to get your book into bookstores, it’s not a publisher that will serve you well.

Red Flag #6: Bad review on Preditors and Editors and Writer Beware

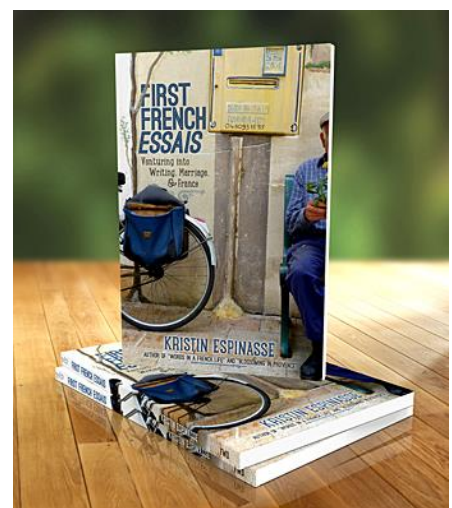
Yes, it’s really spelled that way, for alliterative purposes. Preditors and Editors is a website chock full of scam warnings and wise advice to writers. Writer Beware, on the Science Fiction and Fantasy Writers of America website, has a list of current scam alerts. Both are useful when researching a potential publisher. If any publisher disparages either of these sites, beware!

If you can spot these red flags, you can avoid most publishing scams. The best way to protect yourself, though, is to educate yourself about the publishing industry. Read as many books on writing and publishing as you can get your hands on. Find out how the industry works, and find out how to market your work in the genre you are writing for. Stay abreast of industry trends by reading Publisher’s Weekly or visiting their website. With a little education, you can help put the scammers out of business.

The Cover Story – Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. For a free book design or publishing consultation, please write to tamara@tlcgraphics.com.)

This book is written by a popular American blogger and photographer in France, allowing readers to learn a new French word within each open-hearted post about her family and life in the south of France. The color scheme is typical of southern France as is the subject matter. Taken by the author, this photo also reflects her artsy style. The title has been cleverly integrated into the photo and the typefaces used are readable yet whimsical, hinting at her sense of humor. There are a few fun dingbats on the cover that are also found throughout the color interior, allowing for visual branding throughout. None of the type gets in the way of the story-laden, take-you-there photograph, yet all of the information needed is easy to read.



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)

8 things to do before 8 a.m. to help you become wealthy and successful:

1. Get your brain working
2. Engage in positive self-talk
3. Jot down your to-do list
4. Find inspiration
5. Choose paper, not plastic
6. Be grateful
7. Eat up and get your sweat on
8. Take the time to think

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)

“A prospective buyer asked me to send him a proposal. What is that?” Lisa Anderson

If you are successful in getting prospective buyers interested in what you have to offer they may say, “Send me a proposal.” What they are asking for is a summary of what you discussed, confirming your price and terms. This may be used as a delaying tactic, or they may be truly interested in what you have to say. Since you do not know for sure, give them a written proposal and then follow up.

A selling proposal is a tool to put in writing everything you have already discussed. It reminds prospects of all the reasons they liked your idea in the first place, summarizes your proposal, presents your pricing and then makes it easy for them to make a favorable decision. This is not the time to bring up any new information, terms or conditions that “raise a red flag.” You are dealing with experienced buyers who expect to see a professional presentation. Give them more than they expect, and all they need to make their decision.

The sequence of presentation of your material is based on your strategy. Reminding the prospects of how gloomy the current situation is, and subtly leading them step by step to the undeniable conclusion that things could be much better if they accept your proposition. It is also a good idea to present this in person. If you send it to the buyers, they may go directly to the bottom line, bypassing your carefully planned sequence that justifies your final number.

You're On The Air

(Rita Thompson, Producer for CNBC, CBS News and Chronicle)

The pitch should be clear and concise. Tell me what the book is about and what it will do for my viewers, how will it help them in some way.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtezn

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

Stop thinking in terms of *books* and start thinking in terms of delivering information in the form in which buyers want it delivered. Some publishers believe the key to increased income and profits is to publish more titles. However, the quest for a revolving front list can actually limit your profitability as it depletes your limited resources of time, energy, creativity, attitude and money.

Instead, find out if the people in your target audience want the information you have, whether fiction or nonfiction, delivered as a book, a booklet, in a 3-ring binder or as a DVD. A book may be the best way to communicate your content, but at least be open to considering new product ideas. An open book and an open mind have a lot in common. They can both stimulate your thinking in unknown areas.

Marketing Strategy

Audience: Friend or Foe? I recently read a novel about Shakespeare, *Fools and Mortals*, by Bernard Cornwell. It included this paragraph about the audience for a play, but it struck me as relevant for today's speakers, too,

“We are players, and we love an audience. Sometimes, if a play is going badly, it is easy to think of the audience as an enemy, but truly they are part of the play, because an audience changes the way we perform. We can rehearse a play for weeks, as we were doing with *Midsummer Night's Dream*, but the moment when the playhouse is filled with people, so the play is transformed. There is a new nervousness, but also an energy. We often ran a whole play in the theatre without any audience, simply as a rehearsal, and often it would be dull and dreary, grown stale by too much rehearsal, yet next day, with two thousand people gaping at the stage, it would come alive.”

Kremer's Korner

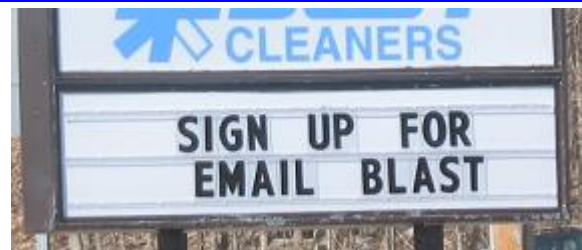
(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

Send out review copies to make subsidiary rights sales. The quicker you send them, the less chance the editor or buyer will have to lose interest in your book. In most cases, these review copies must be in the hands of major rights buyers at least six months before publication date so they have plenty of time to make a decision and schedule their use of the rights they buy.

The Very Idea

(Editorial by Brian Jud)

People buy for their reasons, not yours. If you want them to do something, tell them why it is in their best interests to take your recommendation. This dry cleaner might get more people to sign up for its email blast by telling them they would receive discount coupons via email. Similarly, tell people how they will benefit by purchasing your books.



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)

Plan to get on the trend to audiobooks and make more money. According to a recent story in the *Wall Street Journal*, when Audible (Amazon.com's audiobook subscription service) “owns the audiobook rights, print publishers no longer get a cut. Typically, this means more money is passed on to the author.” And revenue from audiobook sales is rising, “In the first eight months of 2017, publishers' revenue from audiobooks grew 20% for the same period a year earlier, while print books only rose 1.5% and e-books slipped 5.4%.”

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)

Adirondack Center for Writing

www.adirondackcenterforwriting.org

The Adirondack Center for Writing offers six two-week residencies to poets, fiction writers and creative nonfiction writers at a lodge on Twitchell Lake in the heart of the Adirondacks. Residents are provided with a private room, bathroom, workspace and meals. Use the online submission system to submit your work. There is a \$25 application fee.



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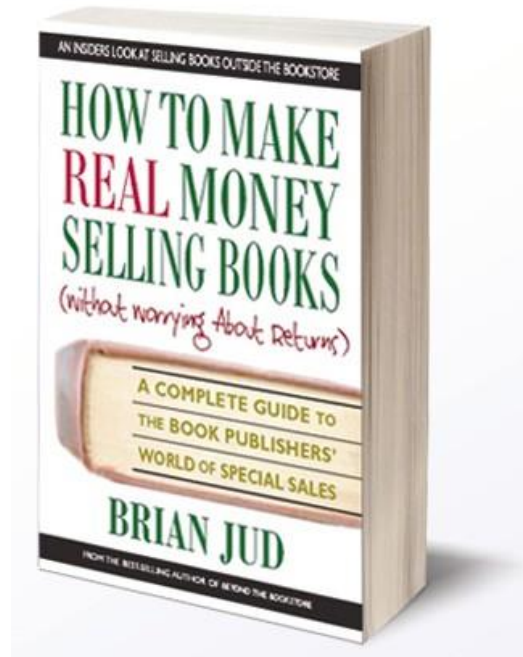
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The most current and complete resource for increasing your sales and profits in non-bookstore markets.

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

\$24.95

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

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

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

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

[Click here for more information.](#)

Do You Want to Increase Your Sales, Revenue and Profits?

A one-day workshop in your office -- customized to your titles -- shows your staff how to make large-quantity sales
Learn more!

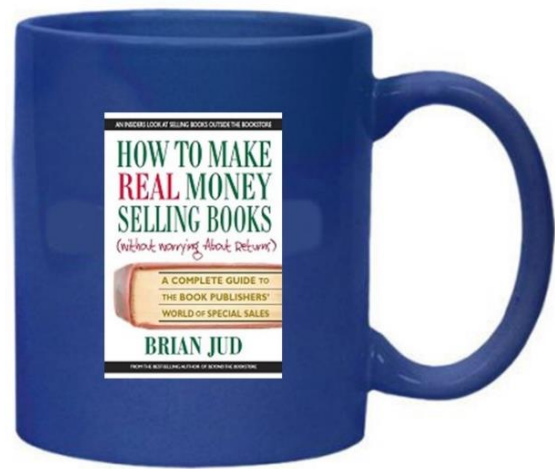


Increase Your Profits with Sales Promotional Items

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

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

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



Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<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.

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