

Here is your April 23, 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 9, Number 405 April 23, 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 4/20/18

<u>Title</u>	<u>Quantity</u>
<i>Conversational Italian for Travelers</i>	400
<i>The Haunted Trail</i>	150
<i>Table Talk</i>	3500
<i>Break Bad Habits While You Sleep</i>	800

## News From APSS

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



Association of Publishers  
for Special Sales

Do you want to know how to sell *your book*  
to non-bookstore buyers? And who to contact?

Get a one-on-one phone consultation  
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May 1 at 7:00 pm Eastern Time

Get a creative, practical, 20-minute consultation on your book  
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\* Profitable segments in which to sell your book - many of which you probably never thought to contact. These could be in corporations, small businesses, government agencies, associations, schools and even retail buyers.

- \* Creative sales opportunities and unique marketing ideas
- \* Detailed, specific information about how to find and contact potential buyers
- \* How much to charge so you don't leave any money on the table
- \* Not just where to sell your books, but when, why and how!
- \* Listen in on the other consults for more information and ideas

### **Here is what some attendees had to say about their consults:**

*Your ideas are fresh, real, and doable!* Tamara Dever, creative director, TLCGraphics.com

*Your thoughts and suggestions certainly raised my thinking several notches*  
Patti O'Donoghue, author of *Princess Elizabeth Solves a Big Problem*

*I was able to ask specific questions which they answered right there on the spot.*  
Jennifer Miskov *Why settle for Silver When You're Meant for GOLD?*

*Your information blew us out of the water. It was well worth the investment.*  
Kathy Peterson, Webinar consulting client

**Sign up by contacting Brian Jud at [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com), (860) 675-1344,  
or use Paypal account [brianjud@bookapss.org](mailto:brianjud@bookapss.org)**

## Upcoming APSS Events

**April 28: APSS—So. New Jersey/Greater Philadelphia** is conducting a “meet and greet” luncheon (11:00 am to 1:00 pm) 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](mailto: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](mailto:BrianJud@bookapss.org)

## 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)

**Stephen King Used These 8 Writing Strategies to Sell 350 Million Books  
By Glenn Leibowitz**

Stephen King is one of the most prolific and commercially successful authors of the past half century, with more than 70 books of horror, science fiction, and fantasy to his name. Estimates put the total sales of his books at between 300 and 350 million copies.

18 years ago, King shared everything he knows about writing in a book that instantly became a bestseller: *On Writing: A Memoir of the Craft*. Part memoir, part codification of his best writing strategies, the book has become a classic among writers. I discovered--and devoured--it a dozen years ago, when I was trying to take my writing to the next level. I recommend it to all of my writer friends.

You don't have to be a fan of King's writing to appreciate the wisdom within the pages of this book. Nor do you have to be a novelist: The book has highly practical strategies that writers of nonfiction can immediately apply to their writing. Here are eight writing strategies King shares that have helped him sell 350 million books:

**1. Tell the truth.** "Now comes the big question: What are you going to write about? And the equally big answer: Anything you damn well want. Anything at all... as long as you tell the truth... Write what you like, then imbue it with life and make it unique by blending in your own personal knowledge of life, friendship, relationships, sex, and work... What you know makes you unique in some other way. Be brave."

**2. Don't use big words when small ones work.** "One of the really bad things you can do to your writing is to dress up the vocabulary, looking for long words because you're maybe a little bit ashamed of your short ones. This is like dressing up your household pet in evening clothes."

**3. Use single-sentence paragraphs.** "The object of fiction isn't grammatical correctness but to make the reader welcome and then tell a story... to make him/her forget, whenever possible, that he/she is reading a story at all. The single-sentence paragraph more closely resembles talk than writing, and that's good. Writing is seduction. Good talk is part of seduction. If not so, why do so many couples who start the evening at dinner wind up in bed?"

**4. Write for your Ideal Reader.** "Someone--I can't remember who, for the life of me--once wrote that all novels are really letters aimed at one person. As it happens, I believe this. I think that every novelist has a single ideal reader; that at various points during the composition of a story, the writer is thinking, 'I wonder what he/she will think when he/she reads this part?' For me that first reader is my wife, Tabitha... Call that one person you write for Ideal Reader."

**5. Read a lot.** "Reading is the creative center of a writer's life. I take a book with me everywhere I go, and find there are all sorts of opportunities to dip in. The trick is to teach yourself to read in small sips as well as in long swallows. Waiting rooms were made for books--of course! But so are theater lobbies before the show, long and boring checkout lines, and everyone's favorite, the john."

**6. Write one word at a time.** "In an early interview (this was to promote *Carrie*, I think), a radio talk-show host asked me how I wrote. My reply--'One word at a time'-- seemingly left him without a reply. I think he was trying to decide whether or not I was joking. I wasn't. In the end, it's always that simple."

**7. Write every day.** "The truth is that when I'm writing, I write every day, workaholic dweeb or not. That includes Christmas, the Fourth, and my birthday (at my age you try to ignore your goddam birthday anyway)...When I'm writing, it's all the playground, and the worst three hours I ever spent there were still pretty damned good."

**8. Write for the joy of it.** "Yes, I've made a great deal of dough from my fiction, but I never set a single word down on paper with the thought of being paid for it... Maybe it paid off the mortgage on the house and got the kids through college, but those things were on the side--I did it for the buzz. I did it for the pure joy of the thing. And if you can do it for joy, you can do it forever."

## Should You Attend Book Expo America Next Month?

By Eric Kampmann, President, Midpoint Trade Books [ekampmann@aol.com](mailto:ekampmann@aol.com)

Many independent publishers feel they do not belong at Book Expo. They opine that the Show belongs to the big boys, that it is way too expensive and that there is little tangible to be gained from it. Well, all of this is true in a way, but my own experience with the Show tends to override the negatives in some very important ways. Let me explain.

The "BEA" used to be a Show run by booksellers for booksellers. Publishers were invited guests that would take booth space to introduce their fall titles to the community of booksellers in attendance. All of this worked beautifully for years and the Show grew in size and importance and it was almost mandatory to attend. But in the late 1980's or early 1990's huge changes became evident both on the bookselling and the publishing side of the market equation. On the bookselling side, the superstores began cutting into the independent bookstore's market share and on the publishing side, more independent publishers began entering the fray.

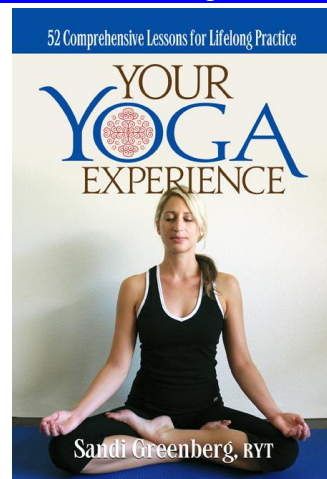
For BEA it took many years to adjust to the new realities and during that period the importance of BEA was diminished. But to me all that has passed and the BEA Show has become, once again, one of the most important events in the publishing calendar. What about you? Should you go? By all means, because this is a networking business and BEA has become a wonderful networking Show. It is a great time and place to discover new markets and new sales opportunities and make new friends. I suggest you seriously consider attending at the Javits's Center in New York City from May 30 to June 1, 2018; info is at [www.bookexpoamerica.com](http://www.bookexpoamerica.com)

## The Cover Story – Michele DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

*Your Yoga Experience*  
by Sandi Greenberg

For this book, a collection of yoga lessons, the author/teacher provided a cover photo from her studio. Using colors from the photo for the text is one way to create harmony in a design, in this case blue and brown. Of necessity, the photo is the focal point, so we used the empty space above the model's head for the title. For the word Yoga, we chose a graceful typeface with alternate characters that look like they are stretching.



## **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))**

Make sure you have a networking system - not leaving it to chance. Be an avid listener, sincerely focused on the person's message. Make a daily commitment that today you are going to make a difference in every life you come in contact with, regardless who it is. Be prepared to give a candid compliment every chance you get - sometimes even a smile can make a difference.

## **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)**

***How can I sell my book for use as a textbook?* Scott Haynes**

Books used in the classroom comprise a large part of the books sold in the academic market. The teachers are the decision makers in some cases, but there are usually state standards to which purchasing decisions are held. It becomes increasingly important for you to know these standards and let the buyers you know your titles meet them, if that is the case.

There are no national standards applied to the purchase of textbooks and each state is unique in its needs and buying procedures. However, if you can publish to the standards of CA, FL, IL, NY and TX you will reach the five top states in terms of population and budget money. Publisher discretion is advised. If you have a book describing or portraying human anatomy, you should submit it with the disclaimer that the anatomically correct illustrations may not be suitable for all grade levels.

If the school board makes the final decision, then the teachers become decision influencers. In any case, the instructors are critical to the decision process and an excellent way to reach these people is through direct mail. The best time to reach them is when they are deciding which books to use in the next school year. Experience shows that this occurs in late summer and early spring.

At the college level, your marketing should be directed to the instructors since they usually select the textbooks they will use. What should you include in your direct-mail package to instructors? It would be cost-prohibitive to send a review copy to each, so your initial letter should qualify those who might be interested in using your book as a text. Then you could send a complimentary copy to those who are interested. With this strategy, your direct-mail piece should contain an informative letter, the table of contents, a detailed description of your title, a sales piece and a reply card requesting a "desk copy" or "examination copy." You could also provide some of this information through your web site, directing the instructors to it.

Use the reply card to obtain important marketing information as well as for qualifying your prospect. For instance, ask the respondent for full contact information, when the decision will be made and the age or grade level for which the title is being considered. Then you will know the best time to contact them and perhaps open a market you had not previously considered.

## ***You're On The Air***

***(Jim Bohannon, Host of the nationally broadcast Jim Bohannon Show)***

***I like people to respond to each other. Mine is an interview program and I try to see to it that a balanced presentation is offered.***

## **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](mailto:guy@msgpromo.com))**

If you do not think your book's content is suitable as a premium, find a way to make it happen. This market is too lucrative to ignore. One author thought restaurants would be a good place to sell books, but restaurants did not want to sell someone else's book of recipes. So the author created a guide to natural-food restaurants in the United States and Canada. Then he contacted the restaurants listed to sell the guide in their restaurants, which they did

## Marketing Strategy

Retailers (including bookstores) don't sell books. They display products that will make a profit for them every month. If your book doesn't contribute sufficiently to that profit, it is replaced and returned for full credit. You sprint for 60 – 90 days to meet their expectations, and if successful, for every month thereafter that it is profitable. However, sales to corporate buyers take longer to occur, perhaps even years, but they are larger in quantity and non-returnable. These buyers are willing to invest for long-term profitability. So, non-retail sales are more of a marathon than a sprint, but with no finish line.

## 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>)

One of the benefits of selling your foreign rights is that you don't have to deal with the vagaries of selling your books in a foreign country. Foreign publishers are much better prepared to deal with the laws, customs and changing tastes of their own countries.

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

You bring something to your business that only you can bring: YOU. Yes, that is "an amazing grasp of the obvious," and is what matters most. Whether you are a coach, a professional organizer, a speaker, a consultant, or any other professional defining yourself by a generic heading, the more you let people know your uniqueness, the easier it is to connect with the exact person you can serve best and enjoy yourself with them.

Annelie Shultz is a transition coach, among many transition coaches. She not only defines the kind of transitions she supports, she describes herself, her approach, and who she serves best. People visiting her site can see whether Annelie is likely to be a good fit by how she frames her uniqueness, even in her stress management tips booklet.

**ACTION** - How clear are you about what sets you apart, and what are you doing to own and communicate it? Revisit your website's language that talks about you and your approach. You may find places to modify the copy that open the doors for more clients and customers who have been looking for YOU.

## The Very Idea

(Editorial by Brian Jud)



In a sales situation, use stories to make your points. When selling your books, start your story by introducing a villain (a problem in need of a solution). Then make your content the hero.

Steve Jobs began every major product launch with a discussion of the problem – a weakness in the current category – followed by a description of his product, the hero that would improve his customers' lives.



## 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))

If your plan for 2018 was to “lose weight,” you already reached it if you lost even one pound. If your goal is to sell more books than last year, one more book sold will accomplish that. In both cases, your intention was probably to do more. These plans demonstrate the importance of writing specific, measurable goals. How much weight do you intend to lose? How many books do you intend to sell this year? Be more precise, and you are likely to do what you really want to achieve.

## 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))

### Wisdom House

<http://wisdomhouse.org>

Located in Litchfield, CT, Wisdom House Retreat Center is situated on 70 quiet country acres and provides overnight accommodations, free Wi-Fi and various programs for writers. Facilities include an auditorium, classrooms and a living room with fireplace. On-site food service is offered, and the center also has an outdoor swimming pool and labyrinth.



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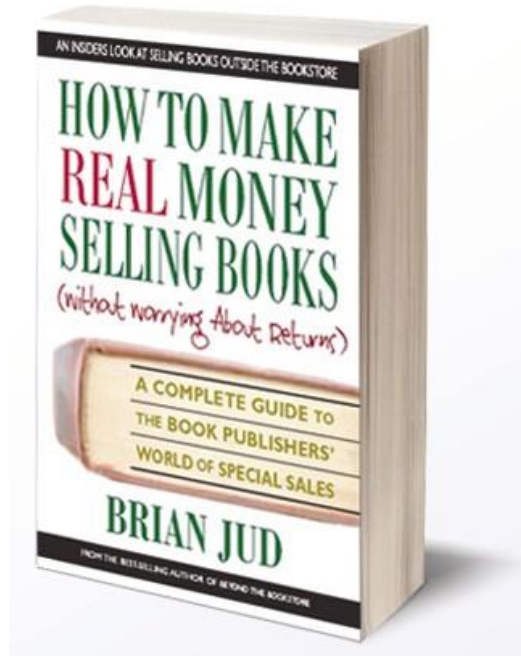
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Sell more books  
Beat your competition  
Become more profitable  
Sell in untapped, lucrative markets  
Minimize -- if not eliminate -- returns

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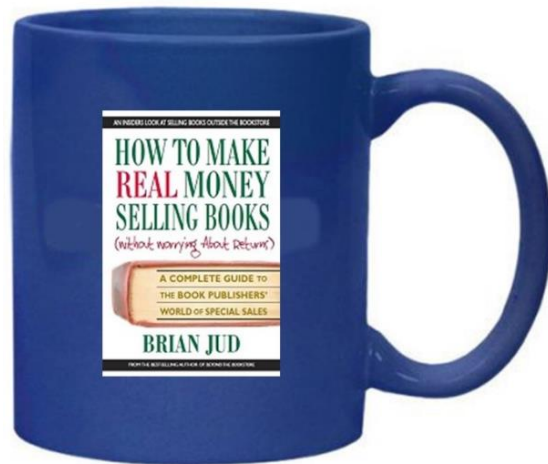


## Increase Your Profits with Sales Promotional Items

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](http://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](mailto: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](http://www.writersandpublishersbookstore.com) 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](http://www.bookmarketingworks.com/mktgmattersnews)

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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)