

Here is your January 14, 2019 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.

This newsletter is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you prefer to have this sent to you as a pdf, please reply with "pdf" in the subject line or body copy. If you no longer wish to receive this -- or if you received it in error -- please reply with "Remove" in the subject line.

All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

[Click here](#) to view this newsletter as a pdf document

**RSS**

## 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 18, Issue 1 Number 424 January 14, 2019

**Do you want to sell more books to non-bookstore buyers? Join our commission-based special-sales program.**

**We sell your books. We pay shipping.  
All non-returnable.**

[BrianJud@premiumbookcompany.com](mailto:BrianJud@premiumbookcompany.com)  
Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

**Top inquiries from the salespeople  
for the week ending 1/11/19**

<u>Title</u>	<u>Quantity</u>
<i>Let your No mean No</i>	1800
<i>Cradle of Quarterbacks</i>	960
<i>8 Steps to Lasting Excellence</i>	1450
<i>University Success Formula</i>	4900

## Information from APSS



Association of Publishers  
for Special Sales

### Display your book at the Annual Black History Month Luncheon -- \$50 with the APSS discount

Have your book on display at the "93rd Annual Black History Month Luncheon & Featured Authors Event" to be held at The Washington, DC Renaissance Hotel on February 16, 2019. The exhibit hall will be in the most visible area of the conference and more than 1,000 attendees are expected. The fee is \$50 for APSS members and \$75 for non-members

Registration Deadline: February 1, 2019

Books Due Deadline: February 8, 2019

#### Sample Areas of Interest

- |              |               |                    |
|--------------|---------------|--------------------|
| Literature   | ● Economics   | ● Religion         |
| Demographics | ● Education   | ● Social Science   |
| History      | ● Health Care | ● Business         |
| Politics     | ● Fine Arts   | ● Texts/References |

All books are displayed face out, visible to all attendees

- All titles would be listed in a “Titles on Display” ordering catalog listing full ordering information handed out at each exhibit. You can also provide your own order forms/ promotional materials.
- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

For each title, please email the title, author, pub date, list price and discounted price (if any) to [brianjud@bookapss.org](mailto:brianjud@bookapss.org). To make the \$50 or \$75 payment (per title) please use Paypal account [brianjud@bookapss.org](mailto:brianjud@bookapss.org) or contact [brianjud@bookapss.org](mailto:brianjud@bookapss.org) for other payment arrangements. The display company will need two copies of your book and after you register APSS will email you the address to which to send them.

To learn more about APSS go to [www.bookapss.org](http://www.bookapss.org) or contact [brianjud@bookapss.org](mailto:brianjud@bookapss.org)

## APSS Bi-Weekly Top Ten List

Ten Types of Innovation (*Harvard Business Review*)

1. Business model – how your company makes money
2. Networking – working with distribution partners to make your offering distinctive
3. Performing capabilities you typically buy from others (or vice versa)
4. Proprietary process that adds value
5. Product performance – does your content deliver on your promise?
6. Service performance – does your service meet customers’ needs?
7. The extended system surrounding an offering (consulting, seminars)
8. Communicating benefits to potential customers
9. Creating an integrated customer experience (content and delivery)
10. Branding – how does the marketplace perceive and value what you have to offer

## Wizard of Oz Marketing By Brian Jud



Many first-time authors apply Wizard of Oz marketing. Once their book is published, they start with whirlwind activity but soon find themselves in unfamiliar territory. Initially, they are not sure where they want to go, but eventually find a path to reach their goal. There are many obstacles along the way, but there is also support if they look for it.

Authors soon learn they need to think through the journey, create a plan and learn new skills for marketing and sales. They also need the courage to do what is necessary to reach their goals, such as moving out of their comfort zone to call buyers and overcome rejection. They also need heart, with enthusiasm, self-motivation, creativity and commitment.

Once they reach their goal all the activity becomes familiar and routine, and they feel at home with their new-found intelligence, bravery and passion. Yes, there is no place like home.

\*\*\*\*\*

Brian Jud is the Executive Director of the Association of Publishers for Special Sales (APSS – [www.bookapss.org](http://www.bookapss.org)), and the administrator of Book Selling University ([www.booksellinguniversity.com](http://www.booksellinguniversity.com)) Contact Brian at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

Excerpt from *Write Your Book in A Flash*  
*The Paint-By-Numbers System to Write the Book of Your Dreams—Fast!*  
By Dan Janal



A picture, they say, is worth a thousand words. Cartoons can add humor, which is always appreciated. Both graphic elements make your book more attractive and more accessible to readers. You can draw stick figure cartoons. Or you can insert your pictures.

You can find pictures and cartoons online by searching for a KEYWORD and CARTOON (or PICTURE). For example, if you wanted a cartoon of a cat sleeping on a sofa, you'd go to Google and type —cartoon of cat sleeping on a sofa. It's that easy. You can typically buy the rights to artists' works for a nominal fee. Never use a cartoon or picture without permission. I can't stress that strongly enough. If you use artwork without permission, you might—make that —probably will—receive a threatening letter from a lawyer who will demand a great deal of money from you because you violated copyright law. Your lawyer (who you will also pay) will tell you to pay up. There is no defense for stealing artwork, so pay the nominal fee upfront. Keep the bill of sale in case you need to prove your rights. Make sure you have bought the rights to use the artwork in a book, as opposed to online or in an ad. They might have different fees for each type of use. If you aren't sure, send them an email, and keep a copy of their response.

---

Dan Janal, author of *Write Your Book in a Flash* helps leaders write better books as a book coach, developmental editor and ghostwriter. Get a free chapter from his book at [www.WriteYourBookInAFlash.com](http://www.WriteYourBookInAFlash.com) and contact Dan at [dan@prleads.com](mailto:dan@prleads.com) or go to <http://geni.us/writemybook>

**Book-Marketing Tips – Roger C. Parker**

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his [www.publishedandprofitable.com](http://www.publishedandprofitable.com))

Organize your book's table of contents in a simple and elegant way. You've probably heard about Jeff Howe's book *Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business* which describes the growth of social media marketing. One of *Wired! Magazine's* most influential articles, and a very talked about book, *Crowdsourcing* has a deceptively simple content plan:

- Part 1: Where We've Been
- Part 2: Where We Are
- Part 3: Where We're Going

Each part contains 2 to 5 chapters. Although an 11-chapter book might appear long, the 3-part division of the chapters creates a series of "landmarks" that provides a context for each chapter as well as organizes the reader's journey through the books—just like it probably aided the author when writing the book.

**Question:** Are you using sections to organize your book's content?

## 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 happens when you mention the phrase, "It worked so well, I stopped doing it," in a room of business professionals? They shake their heads up and down as an act of validation, and then they smile and laugh. I am here to tell you, THAT PHRASE IS NOT FUNNY. "It worked so well, I stopped doing it" is a complete sign of mental weakness. Moving forward, set a mental toughness goal for yourself to adopt the mentality of "it worked so well that I continued to do it." This may seem like a no-brainer, but the mental weakness mentality is more common than you may think. When normal people achieve success, they have the tendency to stop doing the activities that caused the success. This is called the "seduction of success." When mentally tough people achieve success, they use the positive momentum of success to improve their process.

## 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 write science fiction and it’s tough to sell. Any tips?” Edward Filer**

Edward, here is some information in my brief article, “Science Fiction Can Help Us Create the Real Future” that you may find helpful.

When seeking creative ideas, our built-in biases can prevent us from seeing new possibilities. We only develop opportunities related to the status quo, that which is somewhat familiar.

Science fiction can help remove the creative boundaries by providing the inspiration for innovation. It helps us engage in mental time travel and allows us to dream about what may be possible. Consider some life-changing breakthroughs science fiction has envisioned or inspired: cell phones (based on Star Trek communicators), credit cards (a feature of a futuristic society in a 19th century novel by Edward Bellamy), self-driving cars (foreseen by Isaac Asimov), robots (conceived by Karel Capek), ear buds (a fictional invention by Ray Bradbury), and atomic power (imagined by H. G. Wells).

Lowes visualized a new retail future with augmented reality and robotics by giving customer and technology data to a panel of science fiction writers and asked them to imagine what Lowes might look like in five or ten years.

As a result of the project, Lowes became the first retailer to deploy fully autonomous robots for customer service and inventory, create some of the first 3D printing services, and helped place a 3D printer on the International Space Station. It also created exosuits (external robotic skeletons) for employees unloading trucks and came up with the first augmented reality phone for planning remodeling work.

There are few ways to sell science fiction in places other than bookstores. Use the imagination that created your story to help you sell it.

## Spotlight on a Course in Book Selling University



Book Selling University has courses to help you produce better books and sell more of them. This week's featured course is BSU – 183: Publish or Perish: Publishing for Faculty Scholars in Higher Education: Know Before You Sign. See it and more at <https://bit.ly/2IAQn55> View it (and all others) up to 5 times

## Marketing Strategy (Editorial by Brian Jud)



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.

## Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn (President of The Promotional Bookstore, offering commission-based sales of books non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))



A very successful orchestra arranger from Los Angeles was asked how he got to be in the top of his profession. He said he wasn't the most talented or creative but when he put himself in positions of being asked to do a task he always rose to the challenge. In the process, he became very, very good at what he loves to do. His first step was to improve his education to the point that he could fake-it-till-he-made-it. Then he took the action step of moving to L.A. Then he networked with the people who could give him a break. Then he blew his own horn and let everyone know what it was he wanted. He got it.

You can, too, by selling your books to corporate buyers.

## 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))



Here is a different approach for a start-up business from the *Harvard Business Review* (May-June, 2018 p 53): “Codesigning products with customers is a better path to success than writing a business plan... Every start-up's principal task is to search for a scalable opportunity – an entirely experiential learning process that is not amenable to a pre-articulated strategy... entrepreneurs should develop a ‘minimally viable product’ in order to obtain customer feedback as early as possible.”

# Don't Be Scared of the Boogeyman in Your Head

By Nancy Erickson

(<https://thebookprofessor.com/contact>)



In 24 hours, millions of children will be dressed up in their favorite Halloween costume to go trick-or-treating. And they'll be adorable! But do you know what I haven't seen? The boogeyman. I *know* you remember the boogeyman. The funny thing is, I can't exactly explain who or what he was, but I was terribly afraid of him. I eventually grew out of my boogeyman phobia and sleep quite peacefully at night these days. As the Book Professor, I need my brain to be at full capacity!

But do you know what I still struggle with from time to time? Negative thoughts. To me, that's like having a "boogeyman" in my head. Negative thoughts—if they go unchecked—can invoke fear, anxiety, allow toxic emotions to reign, and prevent me from living my life to its fullest. It wasn't until I learned to change these thoughts that I became free to be the person God created me to be.

## Change Your Thoughts and Say "Boo!" to the Boogeyman

What we innately believe about ourselves can be the driving force behind the decisions we make. As a child, my family moved around a lot due to my father's corporate job. I was always the new girl and it wasn't easy. Every place we moved was so different. What were the rules here? Who could I trust? Who should I be?

It was important that I figure things out before I shared myself in any way. I needed to learn the rules and customs and behaviors in a new place, so I could mimic them and fit in. I became a completely different person every time we moved, and I adopted new personas to match what I saw in others. That's when I developed my three most crippling self-defeating beliefs:

1. **If people know who I really am, they won't like me.**
2. **No one cares about me.**
3. **I don't matter.**
- 4.

It's been a long time since I was twelve years old, and I wish I could say that those internal messages disappeared with my youth, but they did not. To the contrary, these became my core beliefs about myself, and they kept me in chameleon mode for far too much of my life. These negative beliefs caused me to neglect myself and my own needs, to marry an abusive husband, to work in a career that I hated (before I found my calling as The Book Professor), to be underdeveloped as a human being, and to live a life of crippling anxiety — always trying to figure out what to do, who to be, how to act.

With the help of some good therapy, journaling, and a daily practice of meditation, I've worked through these issues, have changed my thoughts and can officially say: the "boogeyman" is out of my head.

## Recognize the Lies We Tell Ourselves

As The Book Professor, I help people write books that change lives, save lives, and transform society. But it's the people that I sadly meet that don't believe they have anything to offer that's worthy of writing about in a book that breaks my heart. When you've built your life on a lie, it's hard to overcome that thinking. The lie becomes the truth and the truth becomes a lie. *I believe it's the lies we tell ourselves that prevent us from doing the things we were meant*

*to do and for which we are gifted.* I don't know what lies you tell yourself, but I know the truth. You do matter. You are important. You can help other people. And once you change your thoughts, recognize the lies you've told yourself over the years, you too can break free from negative thoughts and finally put that boogeyman out of your head forever.

What about you? If you or someone you know is ready to break free from negative thoughts and give hope and help to others by sharing your story, please contact us today!

### **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>)

Direct mail can be an effective way to reach the person responsible for buying new titles at bookstores. Surveys show that chain store buyers rely on brochures and flyers as a major means for finding out about new titles

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

(Steve Harrison, President, Bradley Communications Corporation)

Give listeners an incentive to call. For example, you can say, "Call this 800 number to order my book and I will send a free report." You've just given them more of a reason to drop everything and order today.

### **Helpful Website of the Week – Adele M. Annesi**

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

#### **Scriptologist**

[www.scriptologist.com/Directory/Agent/Literary/Literary3/literary3.html](http://www.scriptologist.com/Directory/Agent/Literary/Literary3/literary3.html)

This site combines the three most powerful elements of online marketing — content, commerce and community — for those in screenwriting.



### **The Very Idea**

(Editorial by Brian Jud)

You know where you are now in terms of your sales goals, but where do you want to be at the end of 2019? Goals are the foundation of a solid marketing plan. They provide a target at which to aim, the standard against which you can gauge your company's progress. They divide your vision statement into manageable steps and provide a path to its realization. And written goals provide a means for looking back to see how far you have come. Goal setting is a tool, and like any other tool it is useless if used incorrectly. **Yet, goals are worthless unless they are...**

- ... clear, specific, measurable, time-sensitive and written.
- ... realistic.
- ... arranged hierarchically.
- ... part of a plan.
- ... followed up and make them work.
- ... focused on the solution and not the problem.
- ... set when you are in a positive frame of mind..
- ... derived from a sense of purpose.
- ... flexible.

Use goal setting as the tool it was meant to be, part of the process that transforms your vision statement into reality.



## Buy Lines -- Free Information to Help You Sell More Books

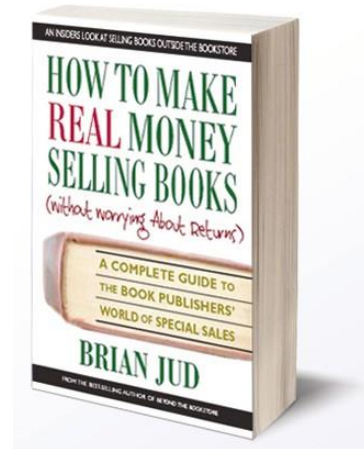
**Sell more books, more profitably to non-bookstore buyers**

**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**

[Order now](#)



**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?

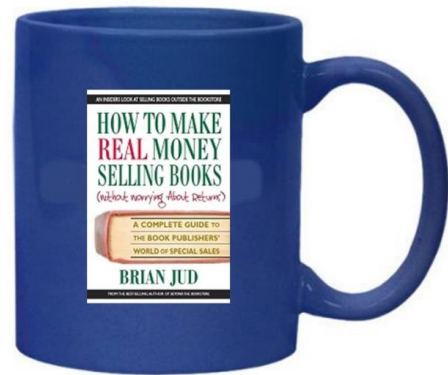
**A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales**  
**[Learn more!](#)**



## 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](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](#) 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)

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

Brian Jud now offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. [www.premiumbookcompany.com](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. Brian is Executive Director of the Association of Publishers for Special Sales ([www.bookapss.org](http://www.bookapss.org)), a media trainer, frequent speaker at publishing events and creator of the Book Selling University ([www.booksellinguniversity.com](http://www.booksellinguniversity.com)). Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>