

Here is your May 27, 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 10 Number 433 May 27, 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.**

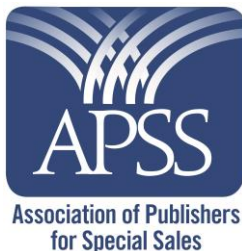
**Top inquiries from the salespeople
for the week ending 5/24/19**

<u>Title</u>	<u>Quantity</u>
<i>Pearl Harbor</i>	800
<i>Let your No mean No</i>	750

BrianJud@premiumbookcompany.com

Or www.premiumbookcompany.com

Information from APSS



Display your book at the American Family Therapy Conference -- \$50 with the APSS discount

This is a large, influential audience of practitioners, counselors, social workers and therapists. With half of marriages ending in divorce, new concerns about child abuse/neglect, home care and geriatric concerns there is a wide body of professional literature that this groups needs to see.

Registration Deadline: May 28, 2019

Books Due Deadline: June 4, 2019

- 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. To make the \$50 or \$75 payment (per title) please use Paypal account brianjud@bookapss.org or contact brianjud@bookapss.org for other payment arrangements. The display company will need two copies of your book and after you register, I will email you the address to which to send them.

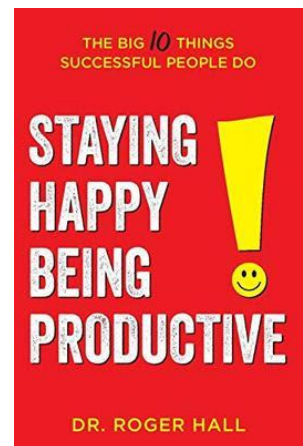
To learn more about APSS go to www.bookapss.org or contact brianjud@bookapss.org

To Your Success,
Brian Jud
Executive Director, APSS
BrianJud@bookapss.org

APSS Bi-Weekly Top Ten List

Staying Happy, Being Productive: The Big 10 Things Successful People Do, by Dr. Roger Hall. You Are in Charge of Your Success. What could you accomplish if you were more productive every day? Are you living the happy and successful life you want? Do you struggle to make the changes necessary to achieve your goals? *Staying Happy, Being Productive* gives you the tools you need to transform your life.

Business psychologist Dr. Roger Hall has worked with highly successful people for over 25 years. Through his observations, he has discovered a pattern of habits that work as a foundation for their success and happiness. These Big 10 habits relate to the 10 aspects of your life that lead to either success or dysfunction.



Staying Happy, Being Productive teaches you to monitor these aspects and gives you practical tools and techniques to make improvements—and the key is addressing one thing at a time.

Who Says Rhyme Doesn't Pay? By Brian Jud



Many poets believe selling their poetry is as hard as, well, selling poetry. But if you go beyond the bookstore you can find many sales opportunities. The information below gives ideas and examples of potential segments that could be lucrative for you. This information is meant to get you started, to give poets some hope that their craft can be profitable.

Target Readers

A basic tenet for selling anything is to first know your target market. No one can market to “everybody,” so consider the 5Ws to describe people who could buy your poetry: **Who** is the typical reader you had in mind when you wrote your poetry? Is the person male or female? In what age group? **Where** do they shop? **When** do they buy (Is your poetry devoted to a holiday or a special seasonal period?). **What** do they buy (pbooks, ebooks or audiobooks?). **Why** do they buy (Are they seeking a relaxing message? A humorous diversion?). This description can also help in your product development. For example, if you are writing poetry for seniors, you might consider publishing a large-print version.

Write a one-sentence description of your content and how your target readers will benefit from it. Use this sentence as a format: My poetry helps _____ who want _____ get _____. For example, your sentence could be, “My poetry helps children who want to be entertained get more fun from having their parents read to them.” If seniors are a target segment, your sentence could be, “My poetry helps older adults who want to enjoy their golden years by reading and discussing enjoyable poetry in groups of friends.”

Given your descriptions above, what specific things must you do to reach your objectives? It is helpful to group these activities under two major topics: 1) where you will sell it, and 2) how you will promote it. The sections below include examples to help you get started. Your own actions will vary according to your content and target readers.

Where will you sell it?

- 1) Now that you know where your readers shop, that is where you want to have your book for sale. Examples of retail outlets for poetry could include Christian chain bookstores that sell poetry such as Parable (<http://www.parable.com/>) and Cokesbury (<http://www.cokesbury.com/>). Look to independent spiritual bookstores such as Bodhi Tree Bookstore <http://www.bodhitree.com/> or sell your books in the Poetry Store (<https://poets.myshopify.com/>). Do your readers travel? If so, seek distribution through airport stores for a relaxing read mid-flight. Do they shop in supermarkets? Then have your books there. The same concept applies to discount stores, gift shops and parks.
- 2) Examples of non-retail opportunities include schools, associations and libraries. These prospects require direct selling since there are no distribution partners (except for libraries) that sell books to non-retail buyers. The Academy of American Poets provides a number of unique opportunities and benefits for businesses and corporations. <http://www.poets.org/page.php/prmID/73> Weddings, christenings and retirements are historically good markets for poetry. Conduct an Internet search to find people who plan these events and contact them to use your poetry as a premium or to resell it. For example, the Association of Wedding Planners (<https://awphouston.org/members>) lists its members with hot links to their sites. Offer to customize poetry for their clients.
- 3) Sell your poems to greeting cards companies. See a list of eight companies that will pay you to write greeting cards at <https://bit.ly/2zQU3iB>
- 4) Contact Yankee Candle (<https://www.yankeecandle.com>) and get them to bundle your poetry with a candle to give their customers a soothing event. Offer to customize poems for them to help celebrate Mother's Day, Father's Day, Valentine's Day or another holiday.
- 5) Join an association to network with other poets, speak at their conferences and peruse their list of resources. Here are several examples: Visit Visionary Poetry Association <http://www.ninelines.org/> the Alberta Cowboy Poetry Association <http://albertacowboypoetry.com/> or the National Association for Poetry Therapy <http://www.poetrytherapy.org/> Does your state have a poetry association as do Oregon <http://www.oregonpoets.org/> and Ohio (The Ohio Poetry Association <http://ohiopoeetryassn.org/>) This Ohio site also lists contests, blogs, etc. for its members.
- 6) What other organizations could use the information in your book? Members of the National Institute of Relationship Enhancement <http://www.nire.org/> and the American Association for Marriage and Family Therapy <http://www.aamft.org/> might use poetry as a membership premium or to resell to members.

- 7) Discover the Midwest's only library dedicated exclusively to poetry: the Poetry Foundation Library <http://www.poetryfoundation.org/programs/library>
- 8) Do you write poetry for children? If so, check out <http://www.poetryfoundation.org/children/>
- 9) Do you have niche poetry? Find paying markets for science fiction poetry at <http://www.sfpoetry.com/markets.html>

How you will promote it?

There are many public-relations activities that can reach people in your target markets as frequently and inexpensively as possible. Most media exposure is free so you can get maximum coverage on a limited budget.

- 1) Write a one-page press release, focusing on what makes you and your poetry unique, enjoyable, relaxing and/or important. Begin it with a simple statement or question (your hook) that will get the attention of the reader. Your hook is the key concept that makes you or your poetry unique and beneficial to your audience. Where to send it? See a list of "161 poet companion sites" at <http://www.english.illinois.edu/maps/poets.htm>
- 2) Write letters to the editor or submit informative articles to magazines or newsletters. What newspapers does your target buyer read? Could they review your book, write about it, or publish your articles about writing poetry? Find a list of all US newspapers at <https://usnpl.com/>
- 3) What magazines could review or write about your book, or to which you could you send articles? *Family Christian* is a "digital magazine of fresh and vibrant voices to fuel your family's life" (<https://www.familychristian.com/home>) or *Poetry Magazine* (<https://www.poetryfoundation.org/poetrymagazine>). The Poetry Foundation pays for submissions (<https://www.poetryfoundation.org/poetrymagazine/submit>). At Poets & Writers you can "connect your poems, stories, essays, and reviews to the right audiences by researching over twelve hundred literary magazines in our database" (<https://bit.ly/2DMbZfo>)
- 4) On what TV and radio shows could you be a guest? Choose shows that people in your target audience will listen to or watch. For a list of radio stations for poets go to <https://tunein.com/radio/local> Visit www.radio-locator.com for a simple means for contacting all U.S. radio stations. For interviews, get listed on www.english.uiuc.edu/maps/poets.htm or *PBS NewsHour* <http://www.pbs.org/newshour/extra/poetry/>
- 5) Who could review your book? How about *American Poetry Review*, *Critical Poetry Review Magazine* and/or *Poetry International*? Discover more about these and other journals that review poetry at <http://www.thereviewreview.net/publishing-tips/journals-review-poetry>. Then publish your reviews at https://www.pw.org/book_review_outlets For further reading on this topic see the *Publisher's Weekly* article, "What Poetry Reviews Are For (and Up Against)," by Craig Teicher.
- 6) What award competitions would be right for your poetry? *Poetry Magazine* lists awards (<http://www.poetryfoundation.org/poetrymagazine/prizes>). Find poetry contests by state at http://www.nfsps.com/poetry_contests.htm). The Science Fiction Poetry Association

has the Rhysling Awards (<http://www.sfpoetry.com/rhysling.html>) and sponsors poetry contests (<http://www.sfpoetry.com/contests.html>).

- 7) Time the introduction of your book with special marketing periods (key dates, anniversaries, etc.) relevant to your title. Get on the air in April and talk about 30 Ways to Celebrate National Poetry Month (<https://bit.ly/1URBdLg>) and to celebrate national Poem In Your Pocket Day (April 14) Find more examples such as these at www.holidayinsights.com.
- 8) When you contact appropriate retail outlets tell them you are willing to conduct an in-store event or poetry reading. The Poetry Foundation lists events at which you may read (<https://www.poetryfoundation.org/events>) Speak at the National Association for Poetry Therapy's (Year) Conference (<https://bit.ly/2ZTGujS>)
- 9) Create an author page on Facebook where you can highlight your current and future work. Also, set up an account on Twitter to build your image as an expert, or on LinkedIn to network with like-minded people and prospects. Join groups relevant to your subject matter to build awareness of you and your writing. Follow The Science Fiction Poetry Association on Facebook <https://www.facebook.com/pages/Science-Fiction-Poetry-Association-SFPA/183257651726070>
- 10) Join online forums relevant to your title. For example, the Harriet Monroe Poetry Institute is an independent forum created to provide a space in which fresh thinking about poetry, <http://www.poetryfoundation.org/foundation/poetryinstitute>
- 11) Record a podcast or consider hosting a webinar on your topic. Conduct poetry readings via podcasts at <http://www.poetryfoundation.org/features/audiolanding>

This information gives you ideas on where and how to market your poetry. Search the Internet for other options in each of these categories for your specific genre of poetry and you will soon learn that rhyme does pay.

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



If you haven't written a book, you might think writing is an exalted art form only the blessed few are good at. If that's holding you back, I have news for you: writing is a job. It's no different than any other job. They all require one key attribute: you have to show up for work every day. People who say they aren't in the mood to write or have writer's block are fooling themselves. You don't wait for inspiration to write. You write and then get inspired to write more and more and more. Do you think writing is a hard job? Look at the people who dig ditches. They probably don't like it, but they show up every day, even though it hurts. Cashiers who stand on their feet for eight hours doing the same thing over and over probably don't like that job either. But they show up every

day, even though it is boring. Why should your writing job be any different? Writing is the best job you can have!

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 and contact Dan at dan@prleads.com or go to <http://geni.us/writeyourbook>

Publishing Company for Sale

Publishing company with approx. 250 titles (international distribution), 100+ Kindle books distributed worldwide, inventory, mailing lists, foreign rights, domains, distribution, etc... NO DEBT! \$329,000. Retiring. Write 4bobreed@msn.com

Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook,
by Eric Kampmann, ekampmann@aol.com)

As a distributor, we often are forced to reject books because not enough care was put into one or more of the key decisions before we saw the project. In fact, it would be best if the publisher would enlist the help of the distributor, or some other experienced advisor before arriving at a final decision. Here are the seven key decisions as I see them.

First, print the right number of books. Err on the side of caution if you are unsure. Remainder tables are always full for a reason. Second, price the book for your market. If you are selling through retailers, then your price should be lower. If your market is very specialized, then you may be able to price up. Third, use an experienced designer for your book jacket. Fourth, choose your printer carefully. Do they have a good reputation for service and fast turnarounds for reprints? Fifth, should you pay the traditional royalty rate or is there another way? Sixth, do you have a distributor and if not, how do you plan to sell your book? Seventh, what is your marketing plan? Do you know your market and do you know how to reach it?

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)

Solitude: I've become a huge fan of doing solitudes. Like many special things, it's hard to describe the value of focused solitudes. My first true solitude was in 1999 - I knew I needed to write about my experiences, so I borrowed a friend's Ozark cabin and wrote for three days - resulting in 90% of *Living at the Summit*. The book has made a huge difference in my life. Since then, I do my best to have at least one three-day-period of solitude once a year. Here are my criteria for a powerful experience:

- 1) Absolutely no human contact for 3 days. This is 100% critical - no exceptions.
- 2) Read, meditate, pray, exercise and journal.
- 3) Listen to baroque music at largo tempo.
- 4) Read at least these 3 books in this order: *Power of Purpose* by Richard Leider, *Power of Intention* by Dr. Wayne Dyer, *Power of Focus* by Les Hewitt. Another good read is *Quantum Warrior* by John Kehoe.
- 5) Fast - nothing but liquids - so important.

It's been my experience that after a day and a half you will experience the difference - really hard to describe but powerful. Albert Einstein: "The monotony and solitude of a quiet life stimulates the creative mind."

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)

“What is wrong with introducing my new frontlist titles in a Spring and Fall catalog?” Arlene White

A common practice of introducing new titles two or three times every year relegates your prior frontlist titles into ambiguity. Perhaps a more effective strategy would be to balance your product line so a healthy list of solid performers infuses cash that can be used to develop and promote a lean, yet strong frontlist. The essence of strategic positioning is in performing unique activities or performing similar tasks in different ways.

- *Value-based* positioning is founded on the choice of product or service rather than on customer segments. Firms publishing only math textbooks for colleges would illustrate this position as they demonstrate their excellence in one sub-segment of the academic market.
- *Need-based* positioning arises when you address the needs of a complete segment. A firm practicing this would serve most or all the requirements of a particular group of customers. For example, a firm publishing a complete line of textbooks for vocational schools meets these criteria.
- *Access-based* positioning (i.e., segmenting customers who may be categorized in different ways) is a function of your customers' geography or size. A publisher of titles about bicycling trails in New England demonstrates this. Serving a small rather than a large geographic segment may be the best way to organize your marketing, order processing and after-sale service.

Spotlight on a Course in Book Selling University



Book Selling University has courses to help you produce better books and sell more of them. Today's featured course is BSU-102: The Selling Power of Book Design, Tami Dever. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

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)



If you lose an order, follow up by asking why you did not get the order. In a bidding situation, you may have had the low price, but did not mention some needed service or feature. Always ask for constructive feedback by saying something like, “What would it have taken for us to reach agreement?” It might be something you can accommodate such as providing the content in another form, making the books returnable, or offering a larger quantity discount.

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

Marketing Planning

Editorial by Brian Jud



Be careful and specific when giving instructions. Here is an example: The village blacksmith finally found an apprentice willing to work long, hard hours. The blacksmith instructed the boy, “When I take the shoe out of the fire, I’ll lay it on the anvil, and when I nod my head you hit it with this hammer.” The apprentice did as he was told. Now he is the village blacksmith. Here is a :30 sec. video with a good example of what can happen by not giving specific instructions: <http://bit.ly/30iyAJY>

Marketing Strategy

Editorial by Brian Jud



You may have heard the definition of insanity: doing the same thing over and over and expecting different results. The same can be said of asking questions: keep asking the same kind of questions and thinking you are going to get different answers. According to the *Wall Street Journal* (May 14, p R2), “There are lots of questions you can ask. But only the best really knock down barriers to creative thinking and channel energy down

new, more productive pathways. A question that does has five traits. It *reframes* the problem. It *intrigues* the imagination. It *invites* others’ thinking. It *opens up space* for different answers. And it is *nonaggressive* – not posed to embarrass, humiliate or assert power over the other party.”

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>)

A number of U.S. library jobbers and wholesalers also offer export services. Among these is Baker & Taylor. You might want to check with them to see if they would like to participate in any joint promotions of your titles.

You're On The Air

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

You have to package yourself into the time you have available. If you have one hour on a radio show, there’s plenty of time. But if you’ve got three minutes on a national show, in a short amount of time, you have to hit the ball out of the park.

Artisanal Prose – Adele M. Annesi

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

“The Use of Rest in Fiction”

In today’s busy world, no less the world of fiction, writers are always looking to up the stakes for their stories and characters, yet there’s something to be said for moments of rest.

A moment of rest in a short story or novel is a moment where the writer gives the reader time to pause and reflect on an element of the story, a character or both. Such moments offer a deeper dive into an aspect of the work from within and give the reader time to better appreciate the read, especially when a lot is happening or when the characters are many or diverse.

So how are such moments created? One general principle is the use of detail: about the setting, a character or a point of plot. Such details — the slanting sunlight through a forest glade, the softness in a lover’s eyes or the rumble of thunder heard by a child awaiting a parent’s return — actually give the reader’s mind a rest, as one might pause and appreciate a moment of beauty.

Happy writing!

Submit your writing query to a.annesi@sbcglobal.net. Adele Annesi is an award-winning author, editor and teacher, and co-founder of the Ridgefield Writers Conference <http://ridgefieldwritersconference.blogspot.com>.

The Very Idea

(Editorial by Brian Jud)

To discover the best source of information for selling your books in large, non-returnable quantities, do the math below. Then scroll down slowly to find who can help you sell more books. It is unbelievable how accurate this is!

- 1) Pick your favorite number between 1 - 9
- 2) Multiply by 3
- 3) Add 3
- 4) Then again multiply by 3
- 5) You will get a 2 or 3-digit number
- 6) Add the digits together

Using that number, locate the best source of non-bookstore marketing information from the list below:

1. Amazon.com
2. Friends
3. Google
4. Social networking
5. Twitter
6. Facebook
7. Instagram
8. Pinterest
9. APSS -- The Association of Publishers for Special Sales at www.bookapss.org
10. LinkedIn

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

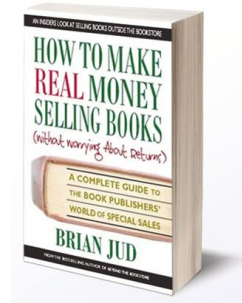
Sell more books, more profitably to non-bookstore buyers

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

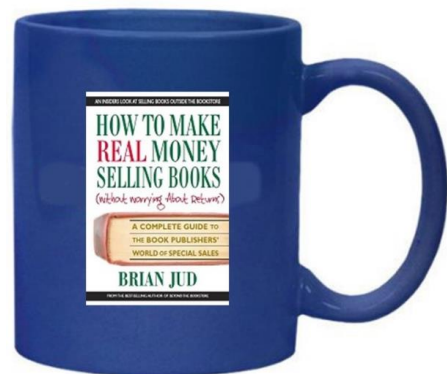
[Learn more!](#)



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 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 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

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), a media trainer, frequent speaker at publishing events and creator of the Book Selling University (www.booksellinguniversity.com) . Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>