

Here is your June 10, 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.

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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 18, Issue 11 Number 434 June 10, 2019

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<i>The eXercise Factor</i>	5100
<i>The Healing Power of Writing</i>	450

Information from APSS



Association of Publishers
for Special Sales

Display your book(s) at the American Mental Health Counselors Association -- \$50 with the APSS discount (\$75 for non-members)

APSS works through Association Book Exhibit to display your book(s) at many niche conferences such as the American Mental Health Counselors Association (AMHCA) meeting. ABE is the only book exhibit there.

Deadline for listing is June 12: \$50 for APSS members and \$75 for non-members

Even more exposure: ABE will oversee a Presenter's Book Sale. This will guarantee high visibility, access and value for all participating publishers.

AMHCA is the premiere educational event specifically for mental health counselors nationwide and the only association working exclusively for the mental health counseling profession.

This annual meeting will attract over 700 mental health professionals for two days of workshops which will provide participants with professional development opportunities and the most up-to-date information in the field in areas such as psychopharmacology, ethics and testing. The participants come

from a variety of professional settings including independent practice, community agencies, managed behavioral health care organizations, integrated delivery systems, hospitals, employee assistance programs, universities and substance abuse treatment centers.

- 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
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APSS Bi-Weekly Top Ten List

10 Rules for Authors Promoting Books, By Brian Feinblum

I often think, when advising authors on book publicity, that I know what they need and want to help them succeed at promoting their books. But it has occurred to me that perhaps authors don't know as much as I think they do. They may not even fully understand what I tell them because they have no perspective to work from. How can they appreciate anything when they don't really know much about the world of publishing, the news media, or books?

So let's start from the beginning and see if I can help launch an introduction into book publicity for the uninitiated but eager writer.

Rule 1: A book will not sell well without some combination of publicity, marketing and advertising.

Further, to properly market and promote a book it will take a collaborative effort between the author, an outsourced publicists, and if available, the book publisher. PR is an investment of time, money, and mental mindshare. It's work – but the effort can have a short- and long-term pay off.

Rule 2: Know why you are publishing a book. To serve those needs, you will have to actively promote. Ask yourself what you hope to accomplish as a result of executing a publicity campaign. Let your actions and marketing plans derive from your foundation of knowing why.

Rule 3: You can never start too soon to brand yourself and your book. Dig your well before you are thirsty. If your book is coming out in six to nine months, use that advance time to set up your website, build your social media, blog or start podcasting, develop a marketing plan, seek out testimonials,

identify sales prospects, craft your press kit materials, and schedule speaking engagements.

Rule 4: Getting pre-orders (advance sales before your official publication date) can help you build towards hitting a best-seller list. You can market your book months before it's actually available.

Rule 5: Check your ego. Sure it's gotten you this far and we all have pride, but if you let your ego lead you, that will only get yourself in trouble. You can't arrogantly expect things to happen for you or fall your way. It takes hard work, street savvy, luck, connections, skill, knowledge, a great book, and an understanding of consumers and the media to succeed.

Rule 6: Temper your expectations. Most books – that means at least half – never, ever sell 10,000 or more copies. Many authors are lucky to sell 5,000 copies in their first 6-12 months. Shoot for the stars, but don't be delusional.

Rule 7: Social media is increasingly important for one's success, but don't believe the hype. You do not have to obsessively live on social media to raise your profile or sell books, but you do need a game plan. Which platforms will you be on? You can't be on all of them. Will it be Twitter, Facebook, Instagram, Pinterest, YouTube, or LinkedIn? Will you post regularly and consistently? Will you also spend time seeking to grow your number of followers and connections?

Rule 8: Network, now, tomorrow, always. Connections die, move away, switch industries, lose touch, or just prove to be useless. Keep making new connections. You can never have enough. To network, you need to do so via email, phone, in-person, and on social media. Attend events or hold them. Ask people for referrals and introductions to others. Work your contacts and give them value. Human currency is available to you – cash in.

Rule 9: You need to be organized, prioritized, and informed to excel in life and certainly at book publicity. Keep good notes on what people tell you and follow-up accordingly. If you are scatter-brained just give up now!

Rule 10: Keep learning about marketing, publicity, and advertising. Observe successful models. Ask people questions to learn more. Experiment too. Attend seminars workshops and conferences on PR, writing, and marketing.

I hope these 10 rules jumpstart the building of your foundation as an empowered writer-turned-marketer. You control your fate and should feel you can overcome fears or obstacles to market the heck out of your book and establish your author brand. Good Luck!

Should You Rely on Intuition When Making Marketing Decisions? By Brian Jud



As publishers, we make decisions every day that impact the future of our business. And as small-businesspeople we tend to rely on our experience and gut feelings rather than upon external objective data. But by relying too much on intuition we reinforce the assumed precision of our decision, and possibly inhibit innovative thinking.

Trusting your gut when making marketing decisions is not bad. The problem is that if you have not tested your intuition by going against it periodically, how do you

know if it is helping you make the right decisions? You may only be reinforcing your closely held preferences.

There are three things you can do to check the accuracy of your automatic decision-making process. First, have a long-term perspective. Second strategically choose objectives, and third, consider multiple options for reaching your goals.

Plan beyond the near term

Creating plans for the next year or two is relatively easy. The process is based upon historical information or on the results of similar titles. You know the new titles you have in the pipeline and your distribution channels are in place. While these facts can guide the decision-making process they should not be sole criteria.

So why plan through the “fog of the future” where the business circumstances are less clear? It is because the distant future is murky that you should plan for it. Provisional plans help you respond to changing conditions rather than reacting to them. Here are some things you can do to help clear the fog.

Instead of applying hindsight to the cause of a past failure (postmortem), imagine a future malfunction and analyze its cause (premortem). Play the Devil’s Advocate to identify potential problems and then devise actions that will avoid those results. Then play the Angel’s Advocate and prepare alternative plans and exit strategies.

Another way to create your future is to formulate three potential futures: the good, better and best forecasts of revenue three to five years from now. The middle ground could simply be the average of the two plausible, perhaps unlikely extremes. But this process forces you to at least consider different scenarios.

You can perform either of these techniques with your employees. Or, participate in a mastermind group for an outside perspective. People unassociated with the outcome of your decisions may be in a better position to see and vocalize potential obstacles and opportunities.

Once you complete your plans, put them away for reconsideration later. It may only be a week, but give yourself some time to reflect upon the variables that led to your decisions. Will the author be as heavily involved in promoting the title as you originally predicted? Will you get the retail-shelf placement you assumed? What if it takes longer than expected for that corporate sale to close? Is your sales team capable of steering the large-quantity sale through the negotiating process? How will the answers to these questions change your initial plans?

Create strategic objectives

Creating your long-term plan is like laying tracks for a train. It keeps you heading in the right direction, but it does not create the power behind your progress. Clear, measurable and time-destined goals clarify your destination and generate the energy to keep you moving toward them.

Many publishers limit themselves by defining a major target such as unit sales or gross revenue simply as a percentage increase over last year’s performance. However, there is a better path to greater results, and that is to build objectives for sales, revenue and profit for each title, one market at a time.

Create three matrices like that shown below -- one for unit sales, a second for gross revenue and the third for profits. Then fill in the intersecting areas with the unit or dollar figures you predict. This forces you to consider how you will generate profitable sales by title, within each market.

	Title A	Title B	Title C
Market A			
Market B			
Market C			

Increase your tactical options

You cannot control sales and revenue, but you can influence them. Place your attention on the actions you can take to realize your objectives. Decide which of those you can implement to improve your product development, pricing, distribution and promotional practices.

These decisions can be no better than the best options under consideration. Therefore, a key to better decisions is to have more options from which to choose. The exercise above facilitates decision making by forcing you to think about how you are going to reach your targets for each title and market. It requires that you think about where and how you will generate profitable sales.

You can weed out those titles that are not destined to succeed in any particular markets, so these matrices yield a critical mass of options for sound decision making. Yet, people tend to pay attention to what they can easily evaluate by framing decisions with answers to yes-no questions, such as, “Should we sell Title B in Market C?” A technique to broaden the discussion is to follow a yes-or-no answer with, “Why?” or “Why not?” Another factor that limits options is asking questions like, “Should we sell through chain stores (bricks and clicks) or sell through independent stores, too?” This forces a choice between two familiar options. Instead ask, “In how many other places can we sell our books?” Or, “What if there were no bookstores? Where and how would we sell?” Questions like these force you to expand your thinking to non-traditional outlets, both retail and non-retail. Adapt this technique to help plan for the long term by asking, “What if this (pertinent) current trend continues. Where and how will we generate revenue?”

Anticipate good, better and best futures, establish stretch objectives and generate multiple actionable options. Your decisions can directly and positively impact your sales, revenue and profits for many years to come.

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*



Get Organized So You Won’t Omit Anything Important. Wouldn’t it be a shame to pick up your freshly printed book, turn to your great essay on your favorite topic, and realize you forgot to include it? That could happen if you don’t have an outline. After all, your book will contain hundreds if not thousands of facts, figures, ideas, stories, and anecdotes. It is all too easy to forget something if you don’t stay organized. Most likely, you’ll write in the early morning before your kids are up—or late at night after everyone’s asleep. These might be the two worst times to write because you are not at your

best. You could forget to include a funny story or a dire warning or a persuasive fact. Or you might forget to include a thank-you to people who helped babysit your kids while you were writing. Wouldn't you hate to have that happen?

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>

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

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

When Does Copyright Exist? Copyright exists *automatically* when a work is created. A work is “created” when it is fixed in a copy for the first time (in a writing or recording, for example). Contrary to popular belief, you do not need to register your work with the Copyright Office for your rights to exist. But there are substantial legal and financial benefits if you do register so order the e-Report on the *Benefits of Copyright Registration* for more information.

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)

If you asked my opinion on what successful people do, I would say...

- 1) Be committed to personal development - be the best you can be in all areas of your life.
- 2) Be a networker - one person can change your life forever.
- 3) Be a learner - a reader. One idea can change your life forever.
- 4) Know and use the success principles that work for you.
- 5) Have the discipline to follow through on the success principles.
- 6) OIMF - "Odds in my Favor" - do what you need to do to get the odds in your favor.

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)

“You say book-selling opportunities are everywhere. Why don't more people, including me, see them?” Earl Tablinski

Do you wear a watch? Glasses? Earrings? If so, were you thinking about them before you were reminded? The principle of *accommodation* states that we become so comfortable with certain things that we stop paying attention to them. Only when your watch is missing, and you look at your empty

wrist, are you reminded about how frequently you consult it.

This principle applies to book marketing. Special-sales opportunities are so ubiquitous that we fail to see them. We become so used to seeing a gift shop, toy store, beauty salon or museum for what they are that we do not think of them for what they could be: potential outlets for book sales. As you become aware of these new opportunities you can develop them into revenue. This entails conducting grassroots market research to discover the best prospects for your books, where they are located and why they would be interested in your products or services.

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-103: Speaking for Authors (Beginner) by Dan Blanchard. 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 to non-bookstore buyers, guy@msgpromo.com)



Independent publishers may have an edge over larger publishers in the sense that a company may not want a bestseller as a premium. If *everybody* already has it, it would be less desirable as a sales promotional tool. A less known, but equally applicable title, may be preferred. For similar reasons, your prospect may want an exclusive on your title. It will not want to waste its promotion dollars if someone else is offering the same title in a promotion.

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



Do you think that people don't read advertising? I can guarantee that you will read every word of a full-page ad in any newspaper or magazine if the headline says, "Everything you wanted to know about (your name). Lead with what is important to your target readers and they will read every word of what you have to say. Include advertising in your marketing plan.

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>)

If you would rather not sell your overstocked books at a loss, you can donate them to specific causes. For example, in the past publishers have donated books to schools, libraries, churches, prisons, charities, public television stations, 4-H clubs, scouting groups, garden clubs, and other nonprofit groups. Publishers can deduct 100% of the production costs of any books donated (200% if the company is incorporated), plus 100% of the freight and 100% of administrative fees.

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

The perfect guest on television is someone who believes in his topic, can answer concisely and can sit nice and steady

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>)

Artisanal Prose

“Grow Your Up Characters Through Voice”

by Adele Annesi

Does your story span generations, and do your characters go from youth to age in maturity or chronology? One way to accomplish this and emphasize their development is to grow your characters up by how they sound. Typically, the closer the viewpoint the deeper the writer is within a character’s thoughts and feelings. Thus, we’re not always conscious of the age-appropriateness of the character’s voice as we write. But once the first draft is done, we can go back and listen to how the character sounds at the beginning versus the end of the story to see —and hear —how much he or she has grown.

It’s also helpful to realize that each character will vary in degree of development and/or devolution. To emphasize these changes, be deliberate in revealing the maturation of your character’s voice throughout the story, especially at pivotal points, such as when they achieve their dreams — or don’t. This will also help support for the story’s pacing. Do you have a character who seems flat or stuck in a developmental rut? Listen to how he or she sounds at the beginning versus the end of your story. There may be room for growth.

The Very Idea (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 fun, :30 sec. video with a good example of what can happen by not giving specific instructions:

<http://bit.ly/30iyAJY>



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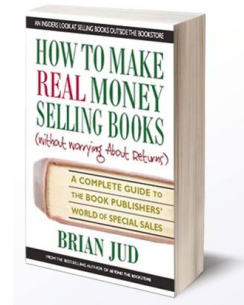
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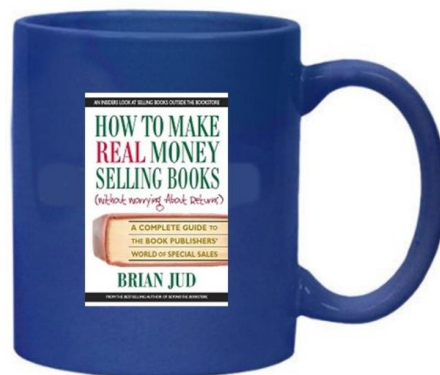
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Brian Jud now offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for 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>