

Here is your June 24, 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 12 Number 435 June 24, 2019

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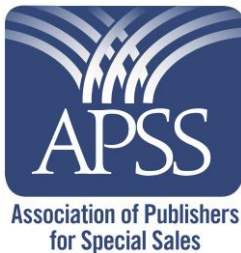
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Top inquiries from the salespeople  
for the week ending 6/21/19

<u>Title</u>	<u>Quantity</u>
<i>The Pug and the Jitterbug</i>	450
<i>A Winning Attitude</i>	2600
<i>Survivor to Thriver</i>	250

## Information from APSS



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Show Dates: August 9-12, 2019

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

To Your Success,  
Brian Jud  
Executive Director, APSS  
[BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)

## APSS Bi-Weekly Top Ten List

Kimo Krogfoss, a philosophy professor living in Hawaii, came up with these rules for living.

1. Tell the truth -- there's less to remember.
2. Speak softly and wear a loud shirt.
3. Goals are deceptive -- the un-aimed arrow never misses.
4. He who dies with the most toys -- still dies.
5. Age is relative -- when you are over-the-hill, you pick up speed.
6. There are two ways to be rich -- make more or desire less.
7. Beauty is internal -- looks mean nothing.
8. No rain -- no rainbows.
9. Never judge a day by the weather.
10. The best things in life aren't things.

## Create Multiple Sources of Revenue

By Brian Jud



It is difficult to make a living as an independent publisher if you view yourself as a purveyor of books through bookstores. When asked, “What do you do for a living?” you may respond, “I’m an author.” This is usually followed with, “But what do you do to earn money?” However, if you reply, “I’m a publishing professional,” you are usually received with nodding understanding. The difference is as enormous as it is subtle. A publishing professional runs a business, relying on multiple streams of revenue for maximum income.

Relying exclusively on book sales can limit your income. This wall could be reached because of seasonal demand for your content, or your reliance on sales only through bookstores – bricks and clicks. You may have a small target market, inadequate planning or insufficient funds for promotion. The list goes on, but the fact remains that a variety of circumstances can conspire to limit the sale of your books, and subsequently your income.

This concept of multiple sources of revenue does not necessarily mean adding additional titles. It implies various ways in which you could generate funds. This can be accomplished through a combination of products and services, such as product sales (line and brand extensions) combined with author extensions (conducting seminars, making personal presentations and consulting) or other activities that stimulate additional cash flow.

Two characteristics go into creating a profitable hybrid offering. The first is that the products and services are *complementary*. This refers to the degree that the value to the customer increases when both are used together. An example would be consulting with clients after they purchase your book. The other is *independence*, or the ability for your customer to derive value from each separately: your customer can learn from your book without also attending your seminar.

When combinations of products and services are examined through the lens of being complementary and independent, three bundles emerge. These are product-focused, brand-focused or author-brand focused bundles. Taken together as a hybrid marketing strategy they deliver a single message to several audiences in different ways. The result is increased revenue and profitability.

**1) Product-focused bundles.** If you prefer to focus on selling tangible products, you might choose a strategy of creating line extensions. Line extensions consist of introducing additional items in the same product category under the same brand name. Examples include offering an author's content as an ebook, audio book, booklet or in a large-print edition.

The *Chicken Soup for the Soul* series provides examples of independent line extensions reflected in the titles *Chicken Soup for the Dieter's Soul*, *Entrepreneur's Soul*, *Parent's Soul* and *Writer's Soul*. Yet this series may also be complementary because the content is delivered in the form of cartoon books, picture books, daily inspirations, large-print books and Spanish titles.

There are many benefits of product-focused bundles. They are independent because customers could buy them separately, yet complementary because combining them can enhance their value. For example, I added a CD-ROM to my book, *Beyond the Bookstore*. The content of the individually available CD-ROM augmented what was in my book without duplicating it.

Product-focused bundles also expand your brand's presence on retail shelves, offer customers more variety and can increase overall sales, revenue and profits. These extended lines yield more efficient prospecting since numerous titles and forms are more likely to meet the varied needs of potential corporate buyers. Independent, complementary extensions yield greater marketing efficiency since overall promotional costs are spread among a variety of products.

**2) Brand-focused bundles.** Implement this strategy by using an existing brand name to launch products in other categories. Jack Canfield and Mark Victor Hansen again provide good examples of brand extensions. There was a *Chicken Soup for the Soul* television series in addition to branded greeting cards, pet treats, giftware, puzzle books and sleepwear. These are also complementary since they may be sold in similar places and ways. These could be sold near their books online and through gift shops, direct marketing, pet stores, specialty stores, supermarkets and pharmacies.

There are many benefits for the publisher who implements a branding strategy. It can enhance brand equity among present and new users as it makes your brand more relevant and visible. It encourages sales of multiple products at the same time. And if you "own" the shelf it identifies you as the genre leader. In addition, it can help you build a customer following, maintain higher price and profitability levels, and meet price competition with one imprint while maintaining a higher price on another.

**3) Author-brand focused bundles.** Multi-talented authors may choose this strategy to stimulate revenue. While the publishers are not paid for the author’s additional services, they receive the revenue from the concomitant books sales. And the halo-effect from a well-known author stimulates book sales for current and future titles.

Your authors can extend their brand through writing articles, consulting or making personal presentations on their topics. They can also build revenue and an aura of expertise by conducting seminars and webinars, producing podcasts and contributing to blogs.

These actions are complementary since your authors can speak to groups and then sell books following their presentations. In addition to demonstrating their command of their subject they are paid a speaking fee and for the sale of their books. As their reputations grow from contributing articles and blog content their book sales increase proportionately.

An author-brand strategy is highly independent since each element stands on its own. Yet the combined impact of an assorted marketing strategy increases long-term revenue as it solidifies its base. It also helps authors differentiate themselves from their competitors while selling a commoditized product.

A hybrid marketing strategy can increase you top and bottom lines by using these examples to customize a productive bundle for each author. It can improve long-term market share and profitability by being scalable. Multiple sources of revenue permit sub-branding to leverage the halo effect. Hybrid offerings attract new customers and increase demand among existing ones by giving them more ways to purchase content. And they enable publishers to boost their revenue and improve liquidity at low risk.

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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



**Outlining the Final Chapter**

*I couldn't write a book, because there's no applause at the end of writing a book.*

Lin-Manuel Miranda

The final frontier—the last chapter. You’re almost done. In this chapter, you will:

**Summarize What You Told Them.** This chapter serves as the summary chapter. You can quickly and succinctly restate your key points and conclusions.

**Suggestions for Next Steps.** You can help your readers best by showing them what they need to do next.

**How They Can Work with You.** As a thought leader, business consultant, and expert, you must show readers how they can work with you. If you don’t do this step, you won’t get new business. You might think it is improper or beneath you to —sellll in your book. Let me help you get over that misconception. If you don’t show your readers how they can work with you, you are doing them a disservice. After all, they spent many hours getting to know you and coming around to your way of thinking. They will wonder how they can work with you.

Can you help them consult? Speak? Coach? Do something else? They'll want to know. If you don't tell them how you can help them, you will frustrate them. And if they hire your competitor because they didn't know what you did, you will be frustrated. As business coach Patricia Fripp told me, It is not your client's responsibility to remember you are still in business.

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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/writeyourbook>

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## Guest Columnist - Jeff Davidson



### Don't Make Me Scroll

If you're an author with a sophisticated website, this might be enlightening: It happens so often I want to scream. I'm enticed by some web link that offers "10 ways to know this," "the 10 best of that," or some other roster. So I go ahead and click, and am brought to a site.

Instead of giving me a roster that I can read and save for future reference, I have to scroll through a variety of pictures with captions. The pictures themselves take time to load, are not easy to navigate, and often end up being disappointing.

By the time I reach the 5th or 6th item in a roster of ten items, I wish I hadn't visited at all.

### Reading, the Lost Art

Contrast the experience above with the opportunity to encounter a list of 10 items, quickly peruse the list, and determine in seconds whether or not I want to continue.

I recognize that the world is becoming less literate. Video on the internet is gobbled up much more quickly than text. I'm a "text" person and have no desire to change if only because the advantages of being able to save the text are too numerous to mention.

Web editors: If you want to capture my attention, offer your rosters in a manner that I can quickly read, to determine whether or not the roster merits more of my time. Your scrolling, picto-gram obstacle courses don't cut it with me, and I won't return. Thank you.

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(Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit [www.BreathingSpace.com](http://www.BreathingSpace.com) 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](mailto:tom@tomhillwebsite.com))



As an executive coach, I work with clients in a variety of situations. Some people work in big companies, some in small firms, some are solopreneurs, some are new in their careers, mid-career professionals, and others are in their encore years (I don't like using the word "retired.")

Regardless of the specifics, I always work with people to help them move from wherever they find themselves in life to a better place, and on the path to a better future. This ALWAYS involves setting goals.

Often times, business or financial goals are the most important. Sometimes, we'll work on relationships, marriage, family, or health goals. Whatever the goals, we embark on a pathway of growth and continuous improvement, and as their coach, I endeavor to help my clients achieve their goals faster and better than they would do by themselves.

In working with many of my clients, there's been a similar challenge of helping them understand how important it is that they pay attention to who they spend their time with. The people that you spend the most time with are the people that are in your core. Jim Rohn, author and philosopher, is famous for saying that "we become the average of the five people that we spend the most time with," and Michael Dell and Confucius have both said (paraphrased), "If you find yourself the smartest person in the room, then you're in the wrong room."

The point's the same. We should desire to spend our time with people and be influenced by people who will help us grow. Period.

Here are three recommendations on how to get around the right people to help you grow.

#1 - Create a list of the five people that you spend the most time with. Look back over the past month and really think about it. Who are these people? Write down their names. Don't include your kids, your wife or your husband, but include everybody else. Are these people encouraging you? Are they optimistic? Are they aware of your plans and your goals, and are they helping you get there? Or, are they negative and discouraging and holding you back?

I don't know if you're like me, but I used to not think about this and I would just spend time with my neighbors or old high school friends, or college buddies, or some family members, and just hang out. I wasn't intentional about who I was spending time with. I've changed all that, and now I'm very intentional about who I spend my time with. I'm living my life on purpose.

If the five people you spend the most time with are not supporting you and encouraging your growth, then get about a plan to very quietly, (don't tell them you're doing this), move away from spending time with these people, and replace them with people who will encourage your growth.

#2 - Join or create a mastermind group. A mastermind group is a collection of peers who are similarly-minded and have a growth orientation, get together monthly, and help each other through life. If you're not sure how to create a mastermind group, then get Napoleon Hill's book, *Think and Grow Rich*. There's an entire chapter written on this topic of the mastermind group.

#3 - Get involved in a non-profit organization. Make sure it's an organization that is focused on an area in which you have personal interest. This could be homelessness, hunger, education, the environment,

or whatever - just pick it and get involved. You could start as a volunteer, and then join a committee, lead a committee, and eventually, see if you can find yourself on the board. The other people that are doing the same thing, and eventually those that end up on the board, are likely to be growth-minded, positive, optimistic, encouraging people who have a similar orientation towards a mutual interest. This will not only help you grow as a person, but it will also help you grow in generosity of doing good in the community.

If you'll do those three things; 1) write down a list of people you're spending your time with and try to modify that so you're hanging out with people who help you grow, 2) join a mastermind group, and 3) join a non-profit organization, I predict that your life will start to unfold in beautiful ways and you will find yourself moving more quickly on the path to living out your best life.

## 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’ve sold thousands of books to non-bookstore buyers. Why don’t more people see the value in selling to them?” Nathan Grassley**

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. We become so accustomed to one process of publishing a book and submitting it to a trade distributor that it becomes routine. And it pertains to promotion when a press release that seems to work for one occasion or segment is duplicated for all. Sometimes the same message is projected during all media performances, personal presentations and store events. That is not necessarily wrong unless it becomes routine, delivered without passion or promise.

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 people become aware of these new opportunities, they can develop them into revenue.

## 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 non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))



The total market size of incentive travel and merchandise incentives is \$46.1 billion, according to the Incentive Federation. Companies using incentive travel spent \$13.4 billion and those using merchandise incentives spent \$32.7 billion. Among companies that used incentive merchandise, the most common application was for non-sales employee recognition followed by business gifts.

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

## Marketing Planning

Editorial by Brian Jud



Interesting comment in the *Wall Street Journal* (June 7):

“Independent business owners take calculated risks in pursuit of innovation, growth and job creation. That’s why their half of the economy is more dynamic than the half in which risk-averse CEOs and boards prioritize share price and market share.”

## Marketing Strategy

Editorial by Brian Jud



“Frozen thinking” is hanging on to a deeply held idea that we no longer question but should, such as selling only through bookstores and ignoring larger sales to non-bookstore buyers. According to Reader’s Digest, “Dissent can thaw frozen thinking. As difficult as it can sometimes be, talking to people who disagree with you is good for your brain.” Join an APSS Mastermind group for a variety of opinions  
[www.bookapss.org/APSSMastermindGroups.doc](http://www.bookapss.org/APSSMastermindGroups.doc)

## 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>)

Most mass-market paperback rights are sold for a term of five years to seven years. Other rights might be sold for the life of the copyright. Others, such as serial rights, are only for one-time use.

## You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

You've got to look at your book and say, "What's the most important thing I have to hit?" And you've got to say it in about two sentences. That's all the time you get.



## Artisanal Prose – 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>)

### “The Joy of Discovery — You Can't Communicate Without Stories”

A teacher asked an ESL class reading about author Amy Tan what they would ask Tan if they could. One student said, “I would ask which experiences led her to write her stories. After all, we can't communicate without stories.” The student's observation in that context shed new light on why we encourage writers, “Show, don't tell.”

We don't want readers to be spoon-fed a plot or characters. We want them to experience the joy of discovering the story en route because journey is as important to readers as destination, maybe more so since the most intimate communication comes by experience. However, the joy of discovery and in the journey isn't just for readers but also for writers.

When you, the writer, tell yourself a story and then read it, you learn from your work what the story is and isn't, who the characters are and are not. You may reread what you've written and decide it isn't what you meant to say, that your main character, for example, wouldn't do what you've just written for him or her, or perhaps not quite as you've written the scene. Even so, the gist of what you wanted to achieve is likely there in the prose to be uncovered. But this realization doesn't usually come unless you make the effort to write the scene you initially imagine. The insights you gain from what works and what doesn't, and why, then becomes part of your wisdom as a writer.

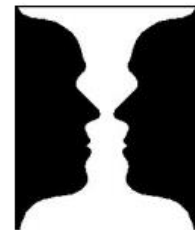
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Submit your writing query to [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net). Adele Annesi is an award-winning author, editor and teacher, and co-founder of the Ridgefield Writers Conference <http://ridgefieldwritersconference.blogspot.com>.

## The Very Idea

(Editorial by Brian Jud)

What you see is often a function of how you look at something. For example, some publishers look at libraries as one homogeneous niche. But not all libraries are the same. There are public libraries, hospital libraries, school libraries, military libraries, prison libraries, children's libraries, corporate libraries, law libraries, religious libraries and more. They buy for different reasons, so you must market to each differently. Look for the opportunity in every market. Things are not always as they seem at first glance.



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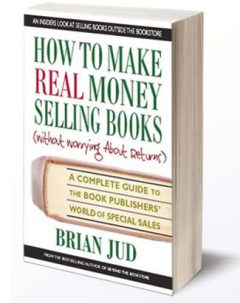
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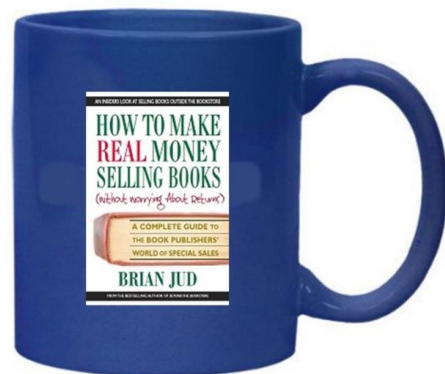
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## Contact Information for Brian Jud

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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>