

Here is your July 8, 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 13 Number 4356 July 8, 2019

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

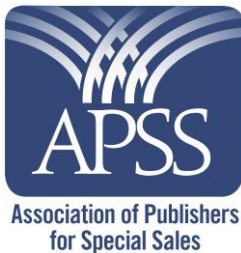
**We sell your books. We pay shipping.
All non-returnable.**

**BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com**

**Top inquiries from the salespeople
for the week ending 7/5/19**

<u>Title</u>	<u>Quantity</u>
<i>Winston The Duck</i>	1340
<i>The BOOM! BOOM! Book</i>	620
<i>Grammar book</i>	300
<i>Freelancing in Naples</i>	1100

Information from APSS



Display your book to 10,000 managerial people -- \$50 with the APSS member discount

APSS works through Association Book Exhibit to display your book(s) at many niche conferences such as the Academy of Management (AOM) meeting. ABE is the only book exhibit there. **They expect approximately 10,000 attendees.**

Deadline for listing is July 19: \$50 for APSS members (\$75 for non-members)

Show Dates: August 9-12, 2019

Location: John B. Hynes Veterans Memorial Convention Center, Boston, MA

- 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.

Staffed displays at trade shows around the world

Have you ever wanted to display your books before thousands of people at international shows but didn't want to spend thousands of dollars to do it? The Combined Book Exhibit® (CBE) displays your book(s) with those of other authors and publishers at shows with heavy traffic. CBE also creates a catalog for each show it attends and keeps a comprehensive database on its website with your contact information for an entire year. See how much money you can save by having CBE exhibit at major shows by visiting <http://tinyurl.com/y7bpzgld> Register with your APSS membership number (insert it at APSS ORDER NUMBER).

Deadlines for Upcoming shows

Beijing International Book Fair - July 26, 2019

Frankfurt International Book Fair - September 13, 2019

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

Significant benefits accrue to the astute publishers that grow their businesses through non-bookstore marketing. Here are the ten reasons to sell books to these buyers:

- 1) **Increased revenue.** Increase your sales in a marketplace somewhat larger in size than the bookstore market. You could double your sales with additional marketing effort directed to non-bookstore markets.
- 2) **Recurring revenue.** In non-bookstore marketing, your customers may place a standing order (a given number of books to be shipped automatically on some predetermined schedule). This recurring revenue improves the predictability and velocity of your cash flow.
- 3) **Lower acquisition costs.** The more frequently corporate buyers re-order your book, the more profitable each sale becomes.
- 4) **Lower unit costs.** The greater the quantity in which you print, the lower your unit cost will be.
- 5) **Increased profitability** naturally follows, since the lower your unit cost the greater your profitability at the same selling price.

- 6) **Greater total sales.** You can sell more books to an entirely new market segment.
- 7) **Less competition.** When you make a sales call on corporations, government agencies or small gift shops you have the buyers' undivided attention.
- 8) **Less discounting.** Product or brand managers are looking for a premium to boost the sales of their products. They do not know if yours is priced above or below your competitors' titles. They are only concerned with your book's potential to increase the sales and profitability of their company's products.
- 9) **Fewer returns.** Non-retail buyers do not expect to return books.
- 10) **Negotiable terms.** You may increase your flexibility in negotiations since discounts are not fixed and are typically based on the number of books purchased. Even if you negotiate a 50% discount with a buyer, you are 5 – 20% better off than selling that same book through bookstores. There are also non-price variables open to negotiation, such as shipping expenses and payment terms.

Avoid the Christopher Columbus Method of Planning

By Brian Jud



Some independent publishers use the Christopher Columbus method of planning. They do not know where they are going. When they get there they do not know where they are. And when they return, they do not know where they have been. This is not a good way to run a business.

You can avoid this situation by writing a strategic, functional plan to market your books. Your plan should identify the most promising business opportunities. It should clarify your goals and the procedures you will use to move toward them efficiently. And it should integrate all the elements of a complete promotional mix into a strategic program to launch coordinated action. For a view of a new planning formula, look through these "ize."

Recognize. A basic premise for successful marketing is to find a need and fill it. You do this by researching three major areas. First, discover what product opportunities exist. Second, learn the demographics and psychographics of your prospective customers. Finally, determine your potential market's size, growth and competitive status in each segment in which you compete.

Crystallize. According to a proverb, a journey of 1000 miles begins with a single step. But what if that step is in the wrong direction? Start your trek by deciding where you want to go. Write a specific objective and the date by which you will accomplish it.

Strategize. With your destination etched in your mind, begin to plan how you will reach it. Start by creating strategies in each of the Four Ps of marketing: Product, Place, Price and Promotion. Should your product be a printed book, an ebook or a DVD? Will you market it to retailers through the traditional distributor/wholesaler channels (bricks and clicks) or directly to non-retail buyers in corporations, schools and associations? Answers to these questions will dictate your distribution

network and discounts which in turn impact your pricing strategy. Finally, describe how you will coordinate the elements of your promotion mix by manipulating your advertising, publicity, sales promotion and personal selling strategies.

Capitalize. There are hundreds, if not thousands, of actions you can take to market your book. However, most publishers do not have unlimited funds to perform them all. Therefore, you have to create your financial statements to determine how to allocate your existing money as well as when and how much you will need to borrow.

Energize. Without action, planning only gives the illusion of progress. Now it is time to put your plan into action. Marketing a book successfully requires perpetual promotion and it is up to you to do it. Perform each step according to the way you planned it.

Scrutinize. Action is not synonymous with accomplishment. You may be busy promoting your book, but you may not be getting closer to your goal. Periodically assess your progress and make any changes that are necessary. Know where you are at all times.

Realize. This planning formula organizes and directs your thinking and actions to best exploit available opportunities. It coordinates and unifies your efforts to make your budget more efficient. And it helps you regain your bearings and look back to see how far you have come.

Decide where you are and where you want to go. Then set your course for smooth sailing toward a new world of publishing success.

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



What Makes a Great Title? A great title stands by itself. It needs no further description. Look at these perennial bestsellers:

- *How to Win Friends and Influence People*
- *Think and Grow Rich*
- *The One-Minute Manager*

Some titles hint at benefits:

- *Good to Great - Made to Stick*
- *StrengthsFinder 2.0*
- *The Five Dysfunctions of a Team*
- *The 4-Hour Workweek*

A third group of titles have become bestsellers because they are cute or had a great marketing campaign behind them. That's hard to duplicate, so we won't discuss that. Gimmicky titles confuse readers. Confused readers don't buy books. Don't be so cutesy or vague people don't get it, says Lois Creamer, marketing coach. Let's focus on what makes the first group of titles work. What do they have in common? Simple: they tell people what they will get.

- You will win friends and influence people.
- You will think and grow rich.
- You will manage your team quickly.

Consumers have to make only one decision: Do I want this benefit? If the answer is yes, she buys the book. If the answer is no, she doesn't. No one can own or copyright a book title, so don't worry if you come up with the perfect book title only to find that another book has the same or a similar title. If you want to create an empire around your book or your topic, think of a way to brand the work with a title that can be adapted to different audiences and markets. For example:

- *The 7 Habits of Highly Effective People* (A later version focused on teens.)
- *Chicken Soup for the Soul* (Dozens of editions followed for such groups as women, prisoners, pet lovers, and golfers.)

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>

Writing Your Book-The Power of We

Nancy Erickson



I don't know if you're a goal-setter, but I've become one—somewhat reluctantly. I don't like to set goals because I don't really want to be accountable to them. I don't want to set a goal and fail, so I prefer just not to do it. And yet, if I don't set goals, I don't accomplish anything significant. It's the same when you write your book. It all starts with a goal.

When I first started the practice of goal setting, I'd write down my ultimate goals and hope they'd come to fruition. But that wasn't a realistic approach. I had to break each goal into smaller steps and execute those steps to move forward. There are tons of books on how to set goals and break them into smaller tasks, and that's all well and good. But these resources weren't helpful to me until I added the layer of accountability. I have to have someone to answer to.

If you want to write your book, you not only need a [step-by-step plan](#), you also need structure and accountability. It takes a year to write a book, and it isn't reasonable to expect that you'll keep going and going week after week, for fifty-two weeks, without a little kick in the pants every now and then.

We're All In This Together

Human beings are social animals, and many of us stray off the path if we get isolated from a group. We were designed to be known and to know others. The Lone Ranger, the self-made man or self-made woman, the I-did-it-my-way persona are myths. We need each other and function best in community. It's how our brains are wired.

That's why my [Executive Group Coaching](#) classes are so effective. Limited to ten people, a group functions as your Book Mastermind. Every person in the group starts with only one thing—an idea—and at the end of the journey, you all end up with books. It's not only a rich experience that you share with others. It's the power of the group that keeps you going.

It's the same approach that made Weight Watchers the most successful approach to long-term weight loss. Their formula is based on weekly meetings and strict accountability to the group and to the scale.

When you write your book with our [Executive Group Coaching](#) class, we follow a step-by-step process that provides accountability. It's a weekly commitment. Each week, you have a new lesson that includes homework to complete. And each week, in a one-hour group conference call, each member reports on the progress he or she made and any roadblocks or challenges encountered. Of course, a lot of scrambling happens on days before our group coaching calls, but that's to be expected. It's the jolt that keeps you moving forward, step by step by step and week by week by week.

Why is accountability so effective? For me, it's an ego thing. I simply don't want to fail, and I certainly don't want to fail in front of anyone else. My pride can make me push myself when my will tells me to give up.

There's something about establishing a regular habit, a regular rhythm, that when coupled with accountability, leads us to achieve our goals. Just like I need the rhythm with my trainer, the rhythm of Executive Group Coaching is the key to [finishing your book](#).



You Will Never Be Less Busy

Once this habit of accountability is established, you have to protect it as if your life depends on it. Skip a couple of group coaching calls, and you're like an ember that's rolled out of the fire. You may think you'll keep up with the lessons on your own but then find that there's never a good time to watch the lessons or do the homework. Soon you're so far behind that you rationalize that you don't need to write your book after all—or that you'll pick it back up again next month,

next year, when you aren't so busy.

Do you really think you'll ever get *less busy*? The members of my [Executive Group Coaching](#) classes who don't finish are the ones who skip our weekly calls. So if you want to write your book at the end of the year, guard the time for our group coaching calls as if your book depends on it—*because it does!*

The group coaching calls aren't simply for accountability; they're fun, too. You get to know other professionals—many from outside your industry—and learn how they're impacting the world. Some groups are international, so you may get a global perspective on your work. These weekly coaching sessions have spawned quite a number of longstanding friendships among participants.

A Mastermind functions best when all members are invested and engaged, which is why [Executive Group Coaching](#) cohorts are limited to ten. After all, you need plenty of time to talk about your writing and get feedback on your work.

The other participants give you that much-needed feedback and are the first test ground for your material. As the group bonds and you function as a Mastermind group, your confidence in your message and as an author grows. By the time your book is published, you'll have grown your “sea legs,” so to speak, and you'll be ready for your launch into the public sphere.

Who wouldn't want a group to cheer you on week after week until you all have your books completed? What about you? Are you ready to write your book with a group and experience the unity, accountability, and long-lasting friendships along with having a book in your hand at the end of a year? You are important and what you have to say matters. If so, please [contact us](#) today and we can help you take the next step!

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)



As the result of my life experiences, I created what I call my 4 Mantras. Mantra # 1 is we have a moral obligation to be the best person possible. Mantra # 2 is we have a moral obligation to make a positive impact on every person we meet. Today's Mantra is # 3 - One idea, well executed (spiritual, health, etc.) can change your life forever. Be a reader, a learner in all areas of life - read a minimum of one book a week. That will put you in the top 1% of American adults.

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)

“I have a good feel for my target readers, but how can I expand that list to include more prospective buyers?” Margaret Binder

Ask yourself the question “Who else could use the information in my book?” For example, Denise Richardson wrote *Give Me Back My Credit* to help people restore their good credit record after identity theft or inaccurate credit reporting. While preparing her marketing plan she reflected upon the most likely target segments: credit card holders, baby boomers and people with loans for homes, cars and other major purchases.

By asking herself “Who else...” she came up with three segments that she had not initially considered as prospects: college students, teens and the military. “College students are the number-one target of identify thieves because the students have debts for loans and easy access to credit cards,” said Denise. “Teens are the number-two target,” she continued, “because they are so green in their understanding of credit, and they use their social-security numbers when seeking a job.”

“When I noticed an increase in daily hits from all branches of the military in my webstats, I realized that the military would be an important market segment,” Denise went on. “While troops are off defending our country their families often find themselves forced to fight off illegal debt collection practices and fraud. The troops and their families actively seek ways to prevent these dishonest acts.” The marketing lesson here is not to assume you know who your all potential buyers are. Always be on the lookout for other target groups.

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 issue's featured course is BSU-170: Mid-Year Marketing Evaluation, by Brian Jud. 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)



Sell your book, by selling someone else's book. By selling your book to companies and business customers, you have found that there is a target market.

If you have a cookbook.... your target readers may be people who cook.
A financial book.... banks, credit unions etc....

But, if you have a cookbook, why not partner with authors who are equally interested in selling their books. Then merge ideas to sell each others' books as well. This opens the door for each other, in different areas of the country and provides additional opportunities for your book. Meet by phone at least monthly and discuss target markets etc. We can help you find people and join forces to conquer the world!

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



Most book publicists, distributors and retailers will not even consider taking on a client or book without a marketing plan. They advise publishers to “describe your promotional plans and tell what your budget is for advertising, direct mail, personal presentations, tours or any other activities you intend to perform.” This plan and your cover are the two most important parts of your proposal. A weak book with a strong promotional campaign will almost always outsell a well-written book

that is not promoted heavily.

Marketing Strategy

Editorial by Brian Jud



You have an almost entirely new skeleton every ten years. (*Reader's Digest*, June 2019, p 61) The article said, “Old bone cells are constantly being replaced by new ones, a process called ‘remodeling’. This helps repair damage to the skeleton and prevents accumulation of too much old bone, which can become brittle and break more easily.” We should apply this process to our businesses and 'remodel our business model' to prevent the accumulation of rigid thinking. Your business bones may become too brittle and break if you think only in terms of selling books through bookstores.

The prescription may be to remodel and sell to (corporations, associations, schools) and through (supermarkets, airport stores, gift shops) non-bookstore buyers.

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>)

When creating sales literature for librarians, list the publication dates for your new and forthcoming titles so librarians can be sure when your books will be available; then be sure to meet those publication dates. List the month and year of publications for your backlist titles as well; librarians like to know how current the information is in any book they order. Providing the copyright date and ISBNs also helps librarians to avoid ordering books or editions they already have

You're On The Air

(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)

I love to go on tour. I meet store managers and other people, building relationships over the years. Then when I come out with my next book I tell them, "I've got my new book out. Will you talk to me?" And they do

The Very Idea

(Editorial by Brian Jud)

The planning process is similar to using a kaleidoscope. There are a finite number of pieces, but you can create an infinite number of combinations simply by rearranging them.

Manipulate your marketing programs until you feel comfortable with a given plan, and then take action. As you proceed, new information will be added to the mix and you will need to re-evaluate your direction and progress. Each turn of your marketing kaleidoscope will give you additional actions, bringing you closer to your ultimate long-term objectives. The process is challenging, but motivating and manageable.



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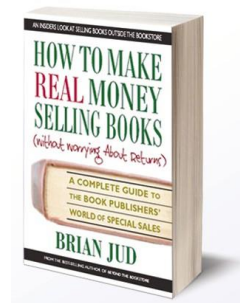
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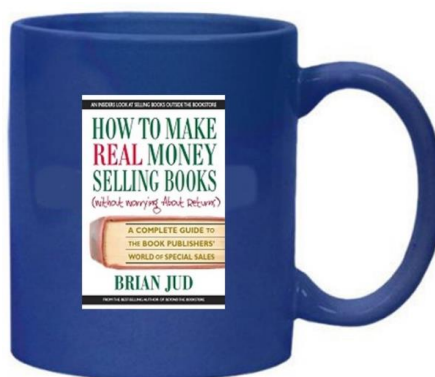
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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
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- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events



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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

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>