

Here is your August 5, 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 15 Number 438 August 5, 2019

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

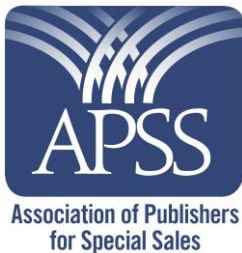
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**Top inquiries from the salespeople
for the week ending 8/2/19**

<u>Title</u>	<u>Quantity</u>
<i>Sexy for Life</i>	1800
<i>When the Bank Says No</i>	2250
<i>Practical Glamour</i>	500

Information from APSS



Display your books at Frankfurt -- save with the APSS discount

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.

Deadline for the Frankfurt International Book Fair is September 13, 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.

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

APSS Bi-Weekly Top Ten List

Business markets are very different from consumer markets. In consumer markets large numbers of buyers have similar wants and transactions are usually small in value. The selling process is short and products are usually sold-off-the-shelf. A formal distribution system channels products through to the retailers. Here are the **Top Ten Differences of Selling to Business (B2B) Buyers**.

1. A business market has fewer customers and transactions tend to be larger
2. Products may be customized
3. The price is negotiated
4. The selling process is long and complex, requiring that you find, qualify and prioritize potential customers
5. The target of the sales pitch is not the ultimate consumer
6. Products are purchased not for resale, but to solve the companies' problem (each customer purchases your products for a different reason)
7. A segment may consist of one buyer
8. There are no distributors to do the selling for you – the salesperson does the prospecting and selling
9. Follow up is required to make sure the order was delivered properly and to tee up the re-order
10. You can be creative when selling and the product form is a variable

Selling to Non-Bookstore Retailers By Brian Jud



There are many non-bookstore, brick-and-mortar retailers through which you can sell your books. These include airport stores, supermarkets, gift shops, discount stores and others. Your current distributor may already be selling to them, so check with them before pursuing retailers on your own.

Otherwise, creating a retail-distribution channel is a good way to start your special-sales efforts because it is much like selling through bookstores. You work through distribution partners, the discount structure is similar, and books are displayed on shelves. Fiction usually outsells non-fiction in the retail setting. On the other hand, unsold books are returned, and you are paid in 90 - 120 days. Here are some things you can do to profit from selling through retailers.

1. **Define your target readers.** Who are they? The worst answer to that question is, “Everybody who likes (your genre).” If your target readers are in a low-income demographic then you want your book in Walmart, not Neiman Marcus. In what form will they buy it? If your target buyers

are in an older demographic category, they may prefer a large-print version. Where do they shop? You want your book sold in those locations. Is your content seasonal in nature? That might dictate when they purchase your content.

2. **Know the customer of your customer.** You may have the best book in your category, but that category may not be important to a retailer's customers. The customer of a Hallmark store is different from one at Spencer Gifts. Who shops at airport stores? Supermarkets? Discount stores? Understanding your target readers will direct your efforts to the appropriate retailers.
3. **Know why retailers decide which books to carry.** There are three major factors that influence the products chosen to place on the shelves. One is store traffic. Will your promotion help build the number of people who come to the store? More people shopping there should increase the other two criteria: profit per square foot and inventory turns.
4. **The least important item in the decision process is your book.** Buyers want to know your platform size and what promotion you have done and will do, thus increasing the factors described in point number three. If your book doesn't sell, the retailer will replace it with another product and return your book to the distributor. They do not want your book on their shelves, they want it at their cash registers.
5. **Know how the middlemen work before submitting your book for possible distribution.** For example, Choice Books (<http://choicebooks.org/>) manages the title assortment on the displays it sets up and services in retail locations. Titles are tailored to store demographics and sales history, and they specialize in selling bibles (adult & children's), cookbooks, devotionals, family living and fiction. If your content does not meet the needs of their customers, Choice Books will not accept your book.
6. **Retailers don't sell books per se, they display them.** It is up to you to promote your book and drive prospective customers to the stores. Work closely with your distribution partners to support their salespeople and give them information about your upcoming promotion and sales tips about how your book is different from and better than competitive titles.
7. **Is your book produced to expected quality?** Walk the stores so you understand the topics, pricing, colors and dimensions of the books sold there. Is your spine of sufficient width to be seen on the shelf? Does the rear cover identify the BISAC subject heading under which your book should be shelved? Does it show the bar code and price of your book?
8. **Work with your distribution partners at all levels to offer creative solutions to increase their sales.** Offer to conduct store events (vs. book signings) to increase store traffic. Give them ideas for cross merchandising. If your book is about cooking steaks, create a display to place on the supermarket counter near where the steaks are sold. Sell the same book in large quantities to Lowe's for them give as a free gift to people who purchase a grill there.

Promote your book so your distribution partners (middleman and retailer) are more profitable selling your book than another one. If not, it will be returned since it is relatively easy to find a replacement product. But when two companies are linked by mutual value, what was purely a financial transaction becomes a co-created partnership fed by trust and loyalty.

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



The founder of Papa John's pizza franchise, John H. Schnatter, wrote *Papa: The Story of Papa John's Pizza*. He told *BusinessWeek* he wrote the book, —for my kids, grandkids, and franchisees, so they would know how we did this. He wrote the book to leave a legacy.

Other business executives write books to prove a point, be significant, teach, inspire, be a thought leader, or leave a mark on the world.

What's your motivation to write a book? After working with thousands of speakers, authors, coaches, thought leaders, and small-business professionals who have written books, I've seen these major genres. You might model these examples:

Legacy. Business executives who want to leave their mark on the world and to help future generations will write memoirs. These books include tips for success and stories of overcoming obstacles. Suggested reading: *Basic Black: The Essential Guide for Getting Ahead at Work (and in Life)* by Cathie Black, first female publisher of USA TODAY. *Uncontainable: How Passion, Commitment, and Conscious Capitalism Built a Business Where Everyone Thrives* by Kip Tindell, founder of the Container Store.

Tools. Similar to legacy books, executives write these books to share ideas that brought them their successes. Their motivations could be personal branding and helping others. Examples include *The Real Life MBA* by Jack Welch and Suzy Welch or *The 4-Hour Workweek* by Tim Ferriss.

Manifesto. Authors who are visionaries, have a certain point of view, or want to change the world write these books. They want their readers to take up their causes. I've read manifestos on new ways of thinking about using the Internet, customer service, and many other topics. Suggested reading: *Good to Great* by Jim Collins. *Thinking, Fast and Slow* by Daniel Kahneman. Any book by Seth Godin. *Setting the Table: The Transforming Power of Hospitality in Business* by Danny Meyer, founder of Shake Shack. *Conscious Capitalism: Liberating the Heroic Spirit of Business* by John Mackey, copresident of Whole Foods.

Proof. Authors present a hypothesis. They use case studies and statistics to prove their points. These authors—usually consultants at well-respected companies—want to establish their thought leadership. Suggested reading: *The Tipping Point* by Malcolm Gladwell. *Freakonomics* by Steven Levitt and Stephen Dubner.

How-To. Perhaps the most popular kind of book shows readers how to do something. Suggested reading: *How to Win Friends and Influence People* by Dale Carnegie. *Life Is Good: How to Live with Purpose and Enjoy the Ride* by Bert Jacobs and John Jacobs, founders of Life Is Good.

Process. These books offer research and show how to perform a task. Suggested reading: *Influence* by Robert Cialdini, PhD. *The Only Negotiating Guide You'll Ever Need* by Peter B. Stark and Jane Flaherty.

Training. These books are extensions of educational sessions. Suggested reading: *Loyal for Life* by John Tschohl.

Fictional. These books use fictional stories to show why certain business principles work. Suggested reading: *The Go Giver* by Bob Burg and John David Mann. *Who Moved My Cheese?* by Ken Blanchard and Spencer Johnson, MD.

Inspirational. Books offering motivational tips. Suggested reading: *Lifestorming* by Alan Weiss and Marshall Goldsmith.

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>

Notes from the Front Lines

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

Now, I believe we are entering a new phase of growth and success for independent publishers worldwide and we predict that this will mean better services and better pricing from companies providing sales and distribution. This will mean that distributors will have to become more innovative, more flexible and more competitive in support of their publisher clients. And it will also mean that the publisher will have more choice and leverage when negotiating contracts with distributors. The distributor will have to become quicker, more responsive and more transparent in the conduct of their business and it will mean more growth and success for the publishers as the support for their titles increases in the trade marketplace. I am optimistic because there is real cause for optimism.

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)



Video is changing the world. No longer does your message need to be neatly crafted between two book ends. Today your message can travel the net and end up in someone's living room, office cube, conference room, phone etc... The audience can now see your face, watch your expressions, truly be with you. If you are not incorporating video into your messaging, you are missing the impact it can make on your audience.

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)

Alvin Crosser asks: “How can fiction be sold to non-bookstore buyers?”

I hear regularly that “fiction can’t be sold to non-bookstore buyers.” That is simply not the case. There are two major areas in which to sell fiction: through retail stores and to non-retail buyers.

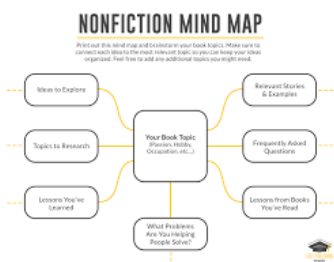
Let’s look at retail first, where fiction outsells nonfiction. These could be through airport stores, supermarkets pharmacies, health-food stores, warehouse clubs and discount stores. What about gift shops in hotels, museums, parks and hospitals? There are book clubs and catalogs that specialize in fiction. If your fiction is on a particular topic (such as pets or photography), sell to specialty stores (Petco or camera shops). You’ll need a distributor for selling to most retail stores.

You can also sell fiction to buyers in the non-retail sector. They usually buy in large quantities and on a non-returnable basis. For example, the military branches – both domestic and overseas – purchase fiction. Contact www.readinggroupchoices.com for sales to the nation’s many reading groups. Sell to

the academic market, whether K-12, colleges and the burgeoning home-school segment. Don't forget libraries, and not just public libraries. Think military, religious, school, hospital, law and other niche libraries. Corporations might buy your novel to give to customers as a "gift with purchase" if you mention their brand name in your book. Associations might have a bookstore on their websites, or you could sell your cause-related novel to the membership chairs to give to people as a "thank you" for joining or renewing their membership.

See Brian Jud's book, [*How to Make Real Money Selling Books*](#) for more ideas and for instructions for selling to retail and non-retail buyers.

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 -164: How to Create Your One Hour Book Outline, by Michelle Vandepas. 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)



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.

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



An old adage tells us that a journey of a thousand miles begins with one step. But what if that step were in the wrong direction? The traveler would waste unnecessary time, energy and money going the wrong way. You may have taken that wrong step early in 2019, but there is still time to reach your annual goal. Plan your book-marketing actions for the remainder of 2019 so you get back on (or continue on) the right path, going in the right direction. As C. S. Lewis said,

"You can't go back and change the beginning, but you can start where you are and change the ending."

Marketing Strategy

Editorial by Brian Jud



Should you sell through Amazon or directly to buyers? *The Harvard Business Review* (March-April 2019, P 140) has some interesting perspectives. The article is about a big-ticket item, but there are some points that pertain to books. For example, “Whatever your product is, there’s always a cheaper version (on Amazon), and usually that’s the one people buy.” It goes on to say, “Before thinking about selling on Amazon ... build a brand customers recognize ... or you get lost in a sea of similar products on the site.” In addition, “customers are loyal to Amazon, not necessarily the brands they are buying.” When you sell your books to corporate buyers, the focus is on your book only, the relationship is with

you (not a platform), buyers are more interested in content than brand, you can sell in large, non-returnable quantities and get recurring revenue from additional orders.

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>)

Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of *Basic 35mm Photo Guide for Beginning Photographers*. To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

You're On The Air

(Excerpted from Brian Jud’s e-booklet, *It’s Show Time: 493 Tips for Performing Successfully on Television and Radio Shows*; www.bookmarketing.com)

Two concepts determine your relative success in answering questions on the air: preparation and flexibility. You may or may not know the questions you will be asked, nor the person asking them. But if you know your topic and know what you want to get across to the audience, you can perform well in any situation.

The Very Idea

(Editorial by Brian Jud)

The qualities that pertain to being a good coach certainly apply to being a good salesperson. The outdated sales approach of “the more you tell the more you sell” has been replaced by the consultative sales professional who asks questions, uncovers needs and provides solutions.

Learn your prospect’s pain points and then demonstrate how your content is the solution to their problems. You can sell more books in large, non-returnable quantities, get more re-orders and become more profitable.

A good coach.....

- Listens
- Asks open questions
- Clarifies points made
- Encourages reflection
- Avoids ‘telling’
- Builds rapport
- Is non judgemental
- Challenges beliefs
- Helps to see the big picture
- Encourages commitment to action
- Doesn’t have all the answers
- Develops trust and respect
- Is solutions focused
- Has a strong belief that colleagues have the capacity to learn, develop and change.

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

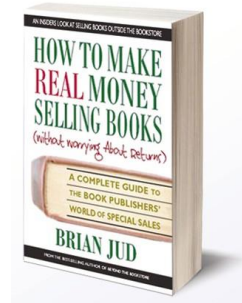
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Become more profitable

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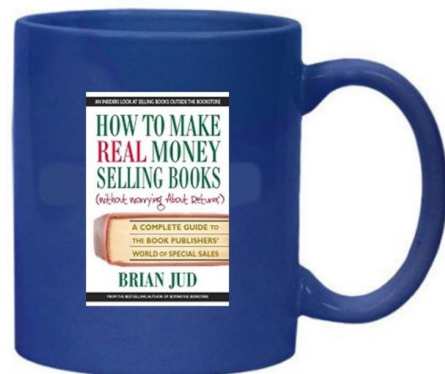
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- Create brand awareness
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- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising



- Have a fun giveaway for book signings and other events

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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

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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>