

Here is your August 19, 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 16 Number 439 August 19, 2019

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

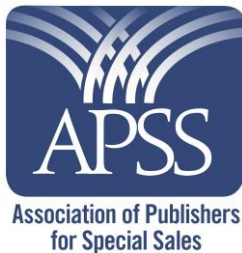
**Top inquiries from the salespeople
for the week ending 8/16/19**

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

<u>Title</u>	<u>Quantity</u>
<i>The BOOM! BOOM! Book</i>	1850

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Or www.premiumbookcompany.com

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.

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).

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

APSS Bi-Weekly Top Ten List

The days of the hard-charging sales closer are over. Today's corporate buyers are savvy, informed people who know what they want. They search the Internet looking for the providers of those products and call them in for a negotiation to get the best price. Our job as book salespeople is to work with buyers to let them know how to use our books as promotional items – a fact of which they may be unaware. Creativity and flexibility trump high-pressure selling. Here are **Ten Ways in Which the Sales Process Is Changing**.

1. The new environment favors innovative and adaptable consultants who professionally challenge customers with disruptive insights into their business. And offer unexpected solutions
2. Insight selling is flexible due to the many possible paths to a win/win solution; you are creating demand rather than responding to it
3. Begin at the end. Find out what your prospect wants to accomplish and then describe how your book can lead them there in unexpected ways
4. The path to the sale may vary from deal to deal
5. One must not be a "born salesperson" to thrive under these circumstances
6. Today's sales managers should act as coaches, providing guidance and support rather than quotas and direction.
7. Success is judged on long-term outcomes rather than short-term sales. Build more pipelines rather than increasing the velocity through existing pipelines, shifting the emphasis from a focus on unit sales to a focus on increased revenue and profitability
8. Shift the decision-making process from a choice among competitors vying for the lowest price to a choice among the various solutions that you propose
9. Become a partner in the creation and implementation of a recommended path to reach your customers' goals
10. Our job description changes from book salesperson to creative thinker, able to exercise judgment and assume responsibility for long-term business growth

Dealing with Emotions While Selling Your Books By Brian Jud



Negotiating a large-quantity book sale is a little like playing poker, requiring both hard and soft skills. To be good at it you need practice and experience. You also need a little chutzpah, the creativity to recognize alternatives, the ability to assess odds, the willingness to take calculated risks and the confidence to bluff when necessary.

But unlike poker, selling to a corporate buyer is not a winner-take-all game. It is not zero sum activity where one's slice of the pie is increased at the expense of the other. Negotiating is a give-and-take exchange seeking a larger pie to split.

Pursuing that end can cause consternation among the participants, particularly if they have not dealt with each other before. Both sides enter the negotiation with various degrees of tension or anxiety. If you manage the emotional tenor of a negotiating session you can be more successful bargaining and bring it to a win-win conclusion.

Inexperienced book salespeople ignore this responsibility. Instead, they wear their bargaining blinders and focus on substance issues like price, terms and shipping costs. Experienced negotiators also attend to the process, the path leading from the initial meeting to the close. Typically, neither considers how emotions impact what is happening around them.

People cannot leave their emotions behind when they are at work. These feelings may be positive or negative, and they can vary in intensity under different conditions. The psychological lens through which the parties view a negotiation session has a significant effect on where they end up.

Those on both sides generally experience neutral or positive emotions at the bargaining table. These are easily recognized and contribute to a successful conclusion. On the other hand, people attempt to hide or deflect the negative emotions that can deteriorate the process if not handled deftly. This attempt at deception can make your task of managing them more difficult.

The most likely negative emotions that you will encounter are anxiety and anger, either in the other person or in yourself. Anxiety is usually internal to the salesperson and anger typically displayed by the buyer. Your job is to be aware of your feelings, recognize the other's emotional position, and then respond accordingly.

Managing your anxiety

Anxiety is a trait common among inexperienced negotiators and can result in suboptimal outcomes. It makes them uncomfortable and can trip the "flight" switch of the "fight or flight" syndrome. Anxious people may be more interested in ending the session than confronting their feelings. If they remain longer at the table, they may be taken advantage of especially if the other party senses their distress. Either situation is counterproductive to successful negotiating where affability and cooperation are essential.

A little tension is actually beneficial to keep you alert, but it behooves you to avoid extreme anxiety. How do you do that? Learn more about the process, work with a coach and rehearse regularly. Practice your newly learned negotiating skills when you are in less-stressful, personal negotiating situations (making a large purchase, planning a family vacation).

While practicing, notice the emotions of others. Establish a base position and recognize changes to it. The more familiar you become with negotiation strategies and skills, the more comfortable you will feel when in a major book-bargaining position. It eventually feels routine and no longer an anxiety-inducing experience.

People prone to being anxious under pressure should take steps to limit their nervousness and make it less obvious to their adversaries. Minimize the outward appearance of anxiety by having a firm handshake with a dry palm, talking slowly, maintaining eye contact and having good posture. Know what you are going to say so you do not fumble for words. Have a ready answer for difficult questions or objections. Communicate effectively as the discussion unfolds and you can feel your confidence building.

Another technique for reducing apprehension is to go into the meeting with another person on your side. This could be a colleague from your firm, the author, your designer or a representative from your printer. Having someone else on your team can go a long way to reducing nervousness.

Additionally, you could employ a third party to represent you in the negotiating session. Outsourcing this service is done regularly. Examples are having an agent represent you to a publisher or having a salesperson represent you to the corporate buyer. One such person is Guy Achtzehn of the Marketing and Sales Group (Guy@msgpromo.com).

Dealing with the buyer's anger

Anger is a negative emotion that is usually directed at another person. It can trip the "fight" switch of the "fight or flight" syndrome. Anger can evolve from miscommunication, especially if people feel you are trying to take advantage of them. Infrequently, buyers feign anger, thinking it makes them appear more powerful, especially if they feel you are inexperienced.

Angered conflict, whether real or contrived, can irreparably damage the negotiation process. It decreases trust and cooperation, intensifies competitive behavior and makes it more difficult to reach and equitable conclusion.

It is not difficult to recognize anger in others, and it is important to deal with it quickly. It is fruitless to continue selling until you have eliminated wrath. Here are a few techniques that can help you do that.

Let them get it out. Your buyer's body language or your intuition will tell you something unstated is amiss. In this case, bring it out in the open so you can understand and deal with it. Say something such as, "I get the feeling that there may be a question in your mind. Is that the case?" Do not say, "You really look mad. What's the matter?" That may trigger an emotional outburst.

Make it as easy as possible for people to disclose their feelings. Let them state their case without interrupting or being defensive. Do not try to match their anger with equal force. If you attempt to retaliate, they may escalate their emotions by saying, "That was only one of my concerns. In addition..."

Listen. At times, the protesters simply want to be heard. They may state their case vehemently, and sometimes just getting it out in the open is their objective. Actively listen without judgement while maintaining eye contact. Do not allow your body language to show how ridiculous you think their outburst is, if it is indeed unfounded.

Allow retreat without humiliation. People may realize the folly of their anger as they disclose it. Or, they may agree with the logic of your response but not be willing to say so if it means losing face in front of their colleagues.

Make your reply and take responsibility for the missing information. "I'm sorry I didn't make myself clear when I covered that point earlier. Here is what I meant to say." And then restate your

point and summarize facts that remove the opposition. This allows the previously angered person to extricate himself harmlessly by saying, “Well, if I had only known that I would not have objected.”

There are certainly other emotional positions to consider while negotiating, and each has varying degrees of strength at any given time. Just be aware of yours and theirs and changes in base positions. Reinforce positive emotions and try to eliminate or control negative ones. Prepare for the emotional side of a negotiating session as you would for the substance and process. It will be time well spent.

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

Excerpt from *Write Your Book in A Flash*
The Paint-By-Numbers System to Write the Book of Your Dreams—Fast!
By Dan Janal



If you're like most people, your outline has gaps. That's okay. You don't need to have all the facts in your head; however, you do need to know how to find information.

When I was a student at Northwestern, a professor told me the purpose of the university was not to show you what to think but rather how to find information so you can think.

Consider yourself a detective who hunts for missing facts.

Case Study: A Tale of Two Books

When I wanted to write a —big business card book to show myself as a thought leader on publicity, I gathered my notes and wrote *Reporters are Looking for YOU!* in several days. You could have locked me in a room with no other resources, and the book would have flowed from my head because I knew my material cold.

When I wrote the book *Business Speak* for publishing giant Wiley, however, the writing situation was the exact opposite. The year was 1999. Voice recognition was a new technology.

I thought it would be the hot new technology, and I'd sell a zillion books as businesses tried to figure out how to add voice to their products. After all, phones were getting smaller, and people would have a hard time typing on them, right? We can speak. Why should we be limited to a keyboard to interact with phones? I thought it was a winner.

So did my publisher. They gave me a nice contract to write a 200-plus page book. Since I was not an expert on this topic, I interviewed companies using the technology, researchers creating the tools, and analysts covering the field. I used my journalism skills to research and write the book.

Let me tell you, it was a hard book to write. Back then, few companies used voice recognition technology. It wasn't until 2015 or so that Siri and Alexa made voice recognition a mainstream application.

I found only a handful of companies using voice. I couldn't find enough case studies and reports and

interviews to fill more than 100 pages. I was at my wits' end. I couldn't find anything more to write about.

I told my acquisitions editor I'd return the advance. She refused. She said I had to finish the book! I persevered. It actually was a pretty good book after all!

For this book, I used a combination of writing skills. Part of the book flowed from my brain to my fingers to the computer, based on my personal experiences. Other sections came from interviews I conducted, seminars I attended, and material I found on the Internet.

Which way is best? It doesn't matter. Some thought leaders write books from their heads and quote only themselves. Other business executives quote other people to validate their ideas. In fact, some people became thought leaders because they assembled information from other people. They are the thought leader because they have all the information and sources of information at their fingertips. Malcolm Gladwell, author of *The Tipping Point* and other true bestsellers, interviewed people for his books and drew his own conclusions.

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>

Guest Columnist - Gail Z. Martin

(Gail Z. Martin, author of *The Thrifty Author's Guide to Launching Your Book*
gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

Do a SWOT Analysis for your book. Your SWOT analysis should make clear your Strengths, Weaknesses, Opportunities and Threats. Your business plan should have a goal or action that addresses each SWOT aspect.

- What are your book's STRENGTHS and features that differentiate it from other books on the same topic?
- What are the WEAKNESSES of you or your book? (Examples could range from lacking a distributor for your book, to having less career success in your topic than competing authors.)
- What OPPORTUNITIES currently exist in the marketplace for books such as yours? (For example, during an economic downturn, books on budgeting and saving money soar in popularity.)
- What are the biggest THREATS you see to the book's success? (This could range from you suddenly getting too busy with family, health or work issues to suitably promote the book; to having a crisis occur that makes your topic out of favor.)

Once you have thought through these items, your book business plan should get clearer.

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)



Most people I know are high producers and are inspired to serve others. Having a big impact in others' lives is difficult if we are not healthy. I created the 7 Pillars of Health for that reason. Health is a multifaceted thing. Very elusive for many. These Pillars make it easy to understand and implement very specific strategies to improve your health and transform your quality of life. The Quality of Life transformation occurs because, when we are healthy, we can dramatically improve all of the important categories of our life.

Pillar 1: Healthy Nervous System - Because you live life through your Nervous System

Pillar 2: Proper Hydration - Because we are made of 70+% water.

Pillar 3: Environment - Because our Environment molds us.

Pillar 4: Activity - Because we are made to move.

Pillar 5: Rest - Because the body heals and repairs best when we rest.

Pillar 6: Mindfulness - What are you doing to grow as a person?

Pillar 7: Contribution - How are you contributing to others?

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)

“Can books be sold to local government agencies as well as to the federal government?” asks Bob Illerson

Yes, and your local library can supply a wealth of information on how your local government works. Talk with the research librarian to learn about the structure of your local government and its agencies. Ask how the agencies purchase books, what books they purchase and the paperwork that is required to sell to them. Get used to completing a lot of paperwork if you intend to sell to government agencies at any level. Next, contact offices in your state or region. Here are some tips for getting started:

- Speak with procurement specialists or contracting officers about government buying procedures.
- Ask questions about application procedures, technical requirements and marketing suggestions.
- Attend procurement programs: opportunities for business people to meet directly with government officials and to learn from other companies involved in federal contracting.
- Official City Sites.org (<http://officialcitysites.org/>) is an online resource for state, city, and local information. Here you will find contact information as well as procedures for dealing with each state.
- The Office of Small Business Development Centers (SBDC) provides management assistance to current and prospective small business owners. SBDCs offer one-stop assistance to individuals and small businesses by providing information and guidance in central and easily accessible branch locations. The program is a cooperative effort of the private sector, the educational community and federal, state and local governments and is an integral component of Entrepreneurial Development's (ED) network of training and counseling services. To find an SBDC near you go to http://www.sba.gov/aboutsba/sbaprograms/sbdc/sbdclocator/SBDC_LOCATOR.html

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:

http://www.bookmarketingworks.com/prototype_old/bookflip2/booktest/index.htm

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-165: How to Get Media Attention When No One Knows Who the Hell You Are (or not enough anyway), by Joanne McCall. 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)



Associate with a cause. If you want to maximize the power of your book as a motivational tool, connect it with a cause. You inspire employees, channel partners and customers to do good for others as they do good for your client's company. A *PR Week/Barkley Cause Survey* revealed that nearly three quarters of consumers purchase particular brands because they support a cause in which they believe. And more than 90% of consumers said it is important for companies to support causes and charities.

Corporate respondents said they saw positive publicity, an increase in sales/retail traffic and an enhanced relationship with their target demographic as a result of cause-marketing efforts.

Every year, Reading Is Fundamental (RIF) provides free books and literacy resources to millions of children and families with free books. Contact one of RIF's corporate sponsors to work your title through the system (<http://www.rif.org>). For example, Colgate-Palmolive Company donated more than 120 new book collections each containing 127 high-quality hardcover children's books to RIF programs nationwide and at U.S. military bases overseas. Other sponsors include Capital One Financial Corporation, Macy's, Target Corporation, MetLife Foundation and The ARAMARK Charitable Fund. UGI Utilities, Inc. gave RIF a local twist by helping RIF target specific geographic areas such as those located in UGI communities in Pennsylvania.

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 have 2020 vision? What will your publishing business be like in the year 2020? Do you have a plan to get there? Improve your 2020 vision with four sights: 1) **Foresight**. Create possible future scenarios and then plan your new mix of product, distribution, pricing and promotion decisions accordingly. 2) **Hindsight**. Evaluate what you did in the past and learn from your mistakes. 3) **Insight**. What is the unique difference that separates your product from competitors? 4) **Outsight**. Create a mastermind team – a group of professionals with various backgrounds and meet

regularly to evaluate your position and plans.

Marketing Strategy

Editorial by Brian Jud



Many book publishers fail because they focus on the wrong thing. They try to sell their books instead of showing how the content can be used to solve users' problems. Consider the failed Sony Reader. All the creativity that went into its development was undone by a lack of original distribution, a mistake that Amazon did not make with its Kindle. Sony engineered an elegant device, but Amazon designed an original solution. To make your business thrive, consider three execution strategies: 1) approach unconventional partners (corporate buyers), 2) identify underutilized channels (through non-bookstore retailers), and 3) invent new business models (dual distribution). Put as much creative energy into distributing

and promoting your content as you did into generating it.

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>)

Send out review copies to make subsidiary rights sales. The quicker you send them, the less chance the editor or buyer will have to lose interest in your book. In most cases, these review copies must be in the hands of major rights buyers at least six months before publication date so they have plenty of time to make a decision and schedule their use of the rights they buy.

You're On The Air

(Nick Peters, Vice President, MediaLink)

It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.

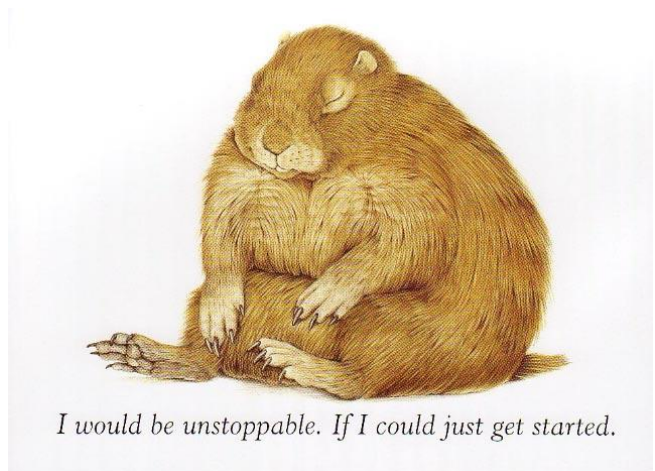
The Very Idea

(Editorial by Brian Jud)

What is your definition of *special sales*? Many define it as “everything outside of bookstore sales (bricks and clicks). While that is basically true, it is not specific enough to direct your selling activities. An unclear definition makes it difficult to plan your attack.

It will be easier to get started if you simply divide “special sales” into two parts: retail and non-retail. The retail segment is comprised of outlets such as supermarkets, discount stores, airport stores, gift shops and specialty stores. You sell to them through distributors and wholesalers, and most sales are returnable.

The other part is non-retail, and is made up of corporations, associations, schools, government agencies and the military. In most cases you sell to them directly, and sales are non-returnable and in larger quantities.



As Mark Twain said, “The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one.”

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

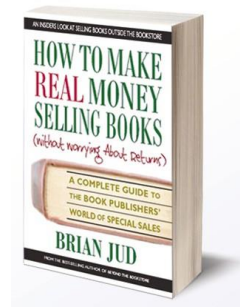
Sell more books, more profitably to non-bookstore buyers

The most current and complete resource for increasing your sales and profits in non-bookstore markets.

The ultimate do-it-yourself guide to selling your books in large quantities with no returns. Not just who to contact, but when and how.

\$24.95

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Do you need a jump-start to get your sales moving?

Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

Sell more books

Beat your competition

Become more profitable

Sell in untapped, lucrative markets

Minimize -- if not eliminate -- returns

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A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales

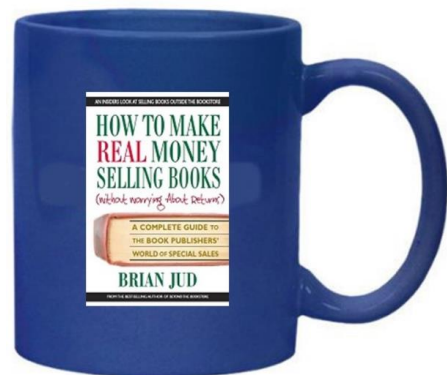
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Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at www.bookapss.org/PromoItems.pdf Find out how you can use promotional items to:

- Lure new customers
- Remind procrastinators to buy
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- Create brand awareness
- Boost sales
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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit
www.bookmarketingworks.com/mktgmattersnews

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
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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>