

Here is your September 2, 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 17 Number 440 September 2, 2019

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

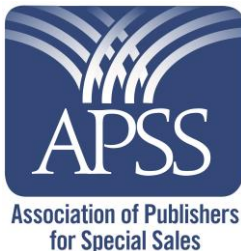
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All non-returnable.**

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Or www.premiumbookcompany.com

**Top inquiries from the salespeople
for the week ending 8/30/19**

<u>Title</u>	<u>Quantity</u>
<i>Parenting</i>	3900
<i>Living Sexy Fit</i>	1750
<i>Spaghetti is Not a Finger Food</i>	4760

Information from APSS



Want to sell more books and make more money? 3-part webinar series, by APSS

Discover everything you need to sell your book – not just books *like* yours: names and contact information for your potential buyers, as well as how to contact them. Your consultants are Guy Achtzehn and Brian Jud.

Sign up for three consecutive webinars (or just one) for personal consultations. You will end up with a customized list of names of potential users/buyers, how to contact them and how to make the sale. And you can do all this without making a personal sales call. You can join the webinar(s) via phone or video.

You are guaranteed a 30-minute consultation in each webinar, devoted to your book. You can also stay on the call and listen to the other consultations for even more ideas for selling your book.

You can still attend without having a consultation on your book. You may choose to simply listen to any one or all the sessions.

1. Define Your Prospective Buyers (September 16, 6:00 – 8:00 ET)

Do you really know who is (or could) buy your book? Knowing that fact alone could grow your sales significantly, and we will tell you who they are. We guarantee that you will be surprised with our ideas. We will go beyond the traditional buyers and tell you where new ones are, when they buy as well as why and how they could use your content as promotional items.

2. Where to Find Your Prospective Buyers (September 18, 6:00 – 8:00 ET)

Once you know who your prospective buyers could be, we will show you how to find them. These could be in national directories, online or even in your hometown newspaper. They are easy to find – once you know where and how to look for them.

Locating them is just the first step. We will show you how to find their contact information so you will be ready to take the next step and reach out to them. You can do this even if you dislike calling people – we'll show you how.

3. How to Contact Your Prospective Buyers (September 24, 6:00 – 8:00 ET)

You don't have to be a professional salesperson to make contact with and sell to non-bookstore buyers. Of course, you can call them, and we will show you what to say, how to get their attention, hit the hot buttons and close sales.

If you prefer a non-personal approach. We will show you how to write persuasive letters and emails with proven formulas for getting through the clutter, stimulating interest and getting them to call you!

Register for a half-hour consultation in all three webinars for \$100, or just one for \$40 (\$90/\$30 for APSS members). If you just want to listen to all the consultations you may (\$50/\$15 for APSS members) for each webinar. Once you register you will receive the access information.

Please go to www.paypal.com (account brianjud@bookapss.org) to complete the payment process, or we can send a PayPal invoice. If you prefer to call with your card number, please call Brian Jud (860) 675-1344. Or, let Brian know a time to call you for the number.

If you want me to call you to discuss the details, let me know a number and a good time to call. My email address is BrianJud@bookapss.org Or call me at (860) 675-1344.

Thank you, Brian Jud
Executive Director, APSS
Brianjud@bookapss.org

APSS Bi-Weekly Top Ten List

Making a large, non-returnable book sale to corporate buyers usually requires that you make a formal sales presentation to one or more people. The larger the sale the more people involved with the decision. Murphy's Law is alive and well in the special-sales arena, and to prevail you must have the flexibility to deal with a variety of unexpected circumstances. Here is a list of The **Top Ten Things You Should be Prepared to Deal With When Making Sales Presentations**.

1. Your presentation is postponed, generally at the last minute (reschedule as quickly as possible)
2. A major decision maker cannot attend or must leave early due to another commitment
3. People go off on a tangent, taking the conversation with them
4. You allotted time is reduced

5. You are not given sufficient time to prepare (Your prospect says, *Can you meet with my boss later today?*)
6. Your audio/visual aids do not work properly
7. Disruptions occur (people congregate outside your meeting room; assistant interrupts; cell phones ring)
8. Conditions beyond your control force you to be late (traffic or delayed flight)
9. Change in meeting room (can be too small or not suited to your plans)
10. Prospects may become belligerent, or delight in playing Devil's Advocate

How to Get Free Advertising

By Brian Jud



What if there were a way to make your title known to every potential buyer--for free? There is, and it is called word-of-mouth advertising - -people talking to people - -the most inexpensive and productive way to spread the word. Fortunately, there are ways you can stimulate word-of-mouth communication that will build your sales, reduce your costs and increase your profits.

People singing your praises removes the aura of commercialism and instills a sense of objectivity about their recommendations. However, you lose control over what they are saying because, through exaggeration or misunderstanding, people may distort your intended message. Since word-of-mouth conversations can be either positive or negative, you must make sure people are talking about your titles constructively. You can do this by stimulating word-of-mouth advertising through the copy on your book's cover, your publicity and communicating on the Internet.

Stimulate word-of-mouth advertising with your cover copy

Use your cover copy to establish kinship with your readers. Jay Saffarzadeh did this when he changed the subtitle on his book *Introduction to E-mail and the Internet* from "For those of you who are inexperienced," to "For those of us." By changing you to us he affiliated with the reader.

Testimonials on your rear cover can also work in your favor, and there are several groups of people can start people talking better than others. One such group is commercial authorities, people (i.e., the author) who have demonstrated greater knowledge on a topic than the average consumer. In addition, celebrities have proven to stimulate positive feedback because their influence is attributed to prominence in another field. Connoisseurs have excellent credibility because of their authentic but nonprofessional opinion of the title or topic. These influential people serve particularly well with topics involving individual taste, such as cooking or art.

Similarly, the sharer-of-interest brings similar, credible significance to the topic. An expectant mother singing the praises of your book about pregnancy or the criminal investigator endorsing your murder mystery fit in this category. They are not experts, but are everyday people who have read the book and deem it interesting and informative.

Stimulate word-of-mouth discussions through your press releases

Publicity is an inexpensive and productive way to spread the word about your titles. And you have some control over how your story is told because in many cases the media use the copy in your releases verbatim for their articles.

One way to stimulate positive communication in your press releases is to give proof through your words and actions that you have your customers' best interests in mind. For example, avoid the sense of

urgency in your publicity. Shun terms such as, "buy now or lose this offer forever." In addition, make your message exciting, helpful and informative. Understating your sales points may enhance the communication and instill a sense of kinship with the reader.

Furthermore, use the shock-of-difference approach, describing your title from a different, more compelling angle. Utilize this technique by offering a challenge (Can You Pass This Memory Test?). Or, make your story take an unexpected turn of events. For example, many press releases urge some form of positive, immediate action. Your headline advising the reader not to buy something (Don't Buy Car Insurance Until You Have Read All These Facts) is an effective way to motivate personal communication. Finally, involve the reader by using verbal play. Use a sequence of words or sounds that provoke repetition through its rhythm or alliteration.

Stimulate word-of-mouth advertising on the Internet

Perhaps the fastest way to stimulate word-of-mouth communication is over the Internet. First, use Facebook, Twitter, Pinterest, Instagram and LinkedIn to reach large numbers of potentially interested people. Actively participate in relevant groups, but remember that most moderated groups frown upon tactless commercialism. Instead, simply steer the discussion to your subject, and reply to every question related to your topic.

Secondly, motivate word-of-mouth advertising through the design of your web site. Create a site that is educational, simply designed, fast to load and easy to use. Provide better service, more timely information and advice so visitors can find answers to their questions or improve their circumstances in some way. Give them inside information -- something new and unique -- and tell them to pass it on to others. Also, suggest that people bookmark your site so they form the habit of returning to it.

Word-of-mouth communication can help you sell more books by urging people to tell others about them. And it is free! Stimulate people to spread the word positively and frequently by using your cover copy, press releases and Internet activity strategically.

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



When your readers start reading the first chapter, their minds are filled with hope and anticipation. They think:

- What will I learn?
- How will I benefit from reading this book?
- What problem will this book help me solve?

Your first chapter must answer those questions. It sets the tone for the book and hooks readers. If your first chapter is a winner, readers will be more likely to finish the book. If your first chapter is a dud, they might put it back on the shelf and never look at it again. Readers like to see these elements in the first chapter.

Big Promise

The first chapter makes a big promise to the reader. It shows them how their lives will improve by reading this book.

Readers buy your book for one purpose: to solve a problem. If you can show you understand who they are, what motivates them, and what keeps them up at night, you will earn a reader.

Who You Are and Why This Is Important to You?

People want to read a book from someone they know, like, and trust. The first chapter helps you introduce yourself to them. Tell them your story.

- Why did you decide to write the book?
- Why are you the best person to write this book?

The answers will help build a bond between you and readers.

Here's a surprise alert: People like to see you are vulnerable and have made mistakes. People don't want to sit at the feet of infallible experts. They want to relate to people like them who have battle scars, who have tasted defeat, and who learned from their mistakes. Readers pay you to make sure they don't make the same mistakes.

Road Map for the Book

The first chapter can present an overview of the remaining chapters. That way, they can see your blueprint. There's a comfort in knowing where you will take them.

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>

**User-Friendly Tools that Easily Turn Your Travel Blog
into an E-Book to Make It Profitable**
Sarah Christine Mann

The world is turning more and more digital. Readers would rather go for something that can be browsed through their phones and tablets right away than wait for the next book sale. And what better way for travel bloggers to go with the flow is to turn their travel blogs into something more profitable: e-books.

Your travel blogs can be a potential income-generating content that many viewers, travelers or not, would find interesting. Why not turn your blogs into an e-book and actually gain something through them?

Do you have a particular niche? Before diving into the world of e-books, know what type works best for your content:

Offline. A number of online users look for content that's practical, inspiring, entertaining, and short. If yours is a how-to travel guide, set of practical tips, or list of affordable travel getaways that can be read right away, you can have them as a downloadable resource.

Free resource. Do you have a lot of content to share, and to share for free? Your marketing strategy can start off with a reward to your readers. Entice them to sign up to a newsletter so you can gather an e-mail list. You can attract readers all while building your authority in the travel niche.

Commercial product. Of course, you can sell your travel blogs directly to your readers. Market your most appealing travel articles and guides via e-mail marketing, banner ads, Facebook ads, or in Amazon Kindle.

Once you've determined the most suitable type of e-book for your travel blogs, you can now convert them. Thankfully, there are a multitude of tools that you can use and some of them are even free. Here are four of the most convenient and user-friendly online e-book makers:

Anthologize. This is a drag and drop editor and an open-source plug-in that pulls out your content and turn it into an e-book.

After installing the plug-in, you can create a project and add contents in the outline. You can add multiple chapters in each project and follow the sub-contents on each chapter. Or you can simply drag and drop your chosen posts and pages into your project outline. Don't forget to set your font type and size and add a cover image.

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An e-book can be a significant aspect for your marketing strategy. E-books can help solidify your brand and intensify your credibility as a travel blogger. Convert your travel books and promote them to your target audience now, and see your e-books generate income.

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)



To demonstrate that pressure often leads us to behave in autopilot mode, psychologists John Darley and Daniel Batson asked a group of seminary students to prepare a talk on the Good Samaritan parable. With the parable at the forefront of their minds, the seminarians were then asked to walk to the location where they were expected to deliver their talk. So far, the task seems pretty straightforward. However, this is where the cunning psychologists made life difficult. They had arranged for the seminarians to come across someone lying in the road, coughing, spluttering, and calling for help. To make matters more difficult, the psychologists had told half the seminarians that they were late for their talk and the other half that they had plenty of time. How many would stop to help the injured person? And which ones? Of those who were told they had plenty of time to reach their destination, 61 percent stopped to help, but of those who were told they were late, only 10 percent stopped. According to the observations of the psychologists, some seminarians literally stepped over the actor pretending to be injured. The slight change of situation moved the rushed seminarians into autopilot, making them forget what had been on their minds just moments before.

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-127 How to Create a Book Marketing Plan (Especially If You're Not a Marketer), By Sandra Beckwith. See it and more at <https://bit.ly/2IAQn55> View it up to 5 times #APSSbrianjud #bookmarketing

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)



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



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



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."

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>)

Instead of trying to sell your book, sell the product of the product – the benefit the buyer gets from purchasing/reading your content. How will it help the customer of your customer? The president of one cosmetics company said, "In the factory we make cosmetics, but in the store we sell hope."

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)

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.



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

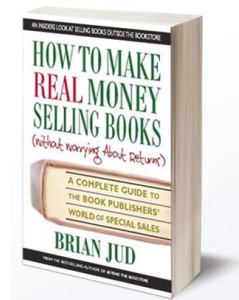
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Do you need a jump-start to get your sales moving?

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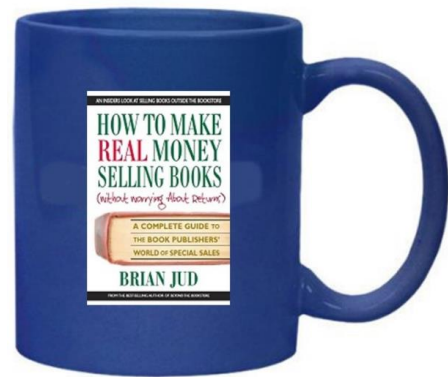
A one-day workshop in your office -- customized to your titles -- shows your staff how to make large-quantity sales
Learn more!



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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
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- 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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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
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Brian Jud now offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. www.premiumbookcompany.com

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Brian is Executive Director of the Association of Publishers for Special Sales (www.bookapss.org), a media trainer, frequent speaker at publishing events and creator of the Book Selling University (www.booksellinguniversity.com). Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>