

Here is your September 16 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, Rick Frishman, Roger C. Parker 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 18 Number 441 September 16, 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 9/13/17**

<u>Title</u>	<u>Quantity</u>
<i>The Empty Chair</i>	250
<i>104 Simple Stress Relief Tips</i>	1850
<i>Decisions That Count</i>	2600
<i>Be a Genie</i>	1300
<i>The Healer Is You</i>	680

News From APSS

(The Association of Publishers for Special Sales -- formerly SPAN)



Want to sell more books and make more money? 2-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 two 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. 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.

2. 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

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)

Books do not have the liability that other products may carry. Some toys and products oriented to children may come apart or be swallowed, leading to negative publicity and legal problems.

Kremer's Korner

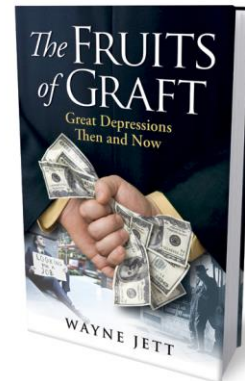
(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

The Cover Story – Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design was in the business of designing books for over 20 years.)

The Fruits of Graft delves into the similarities between the Great Depression and our current economic state. The main visual chosen for the cover depicts the greed in both business and government and provides a background to the title type. Secondary imagery of men out of work in both eras completes the cover. Serif type fonts and the use of small caps add an established, traditional look to the cover.



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)

Thinking: Actively Analyzing Your Thoughts. You are in a thinking state of mind when you are assessing options, deciding on a course of action, working through a problem, estimating the likely consequences or chain of events, or simply organizing your thoughts to make more sense of them. When you're at your best in this state, your thoughts feel clear, precise, and positive. This is useful when solving problems and making decisions, correcting mistakes, making sense of a situation, and reflecting on the past.

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)

Question: Are reviews helpful when selling books to non-bookstore buyers? Casey Morley, author of *Crawling Out*

Yes, reviews are helpful – if placed in media read by the corporate buyers. Most publishers seek reviews of their titles among the major book reviewers, which is not a bad idea if you are selling through bookstores. Niche magazines are often overlooked as sources of reviews. There are magazines that review books for people interested in subjects as diverse as stay-at-home dads, minority executives, home schooling, skydiving, health, celebrities, fiction and an almost endless array of topics. For example, the *Journal of Communication* publishes book reviews on a broad range of issues in communication theory, research, practice and policy. *Astronomy & Astrophysics Annual* publishes annual reviews of content in the fields of astronomy & astrophysics.

People read magazines and newspapers to learn more about subjects of interest to them. It is cost-prohibitive to advertise in all these, but you can still reach the readers through book reviews in niche print media. Reviews in these publications are free, and they give the message more credibility because it is an objective source saying how great (or not-so-great) the content is. Reviews also stimulate word-of-mouth advertising, another source of credible, free promotion.

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.

Pressbooks. One of the most reliable and easy to use, Pressbooks is a WordPress-based tool for creating e-books. You can try their online service to create or print e-books, or install it as a WordPress plug-in on WordPress multisite installation. (This turns your website into a network of website.) Pressbooks is a digital publishing tool used to export a well-designed e-book format, from WordPress blog to e-book, and where you can also add ISBN, copyright information, and book title.

PDF and Print by BestWebSoft. This is the fastest way to create PDF format and print pages for your blogs. The PDF and Print can be added as a button in your posts, pages, archives, custom post types, and widgets to help your visitors readily access your work. You just need to install the plug-in and activate via "Pulgins" menu in WordPress.

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.

You're On The Air

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

The most important thing is to have fun, relax. This is only television; it's not a big deal. Have a good time.

Marketing Strategy

(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*)

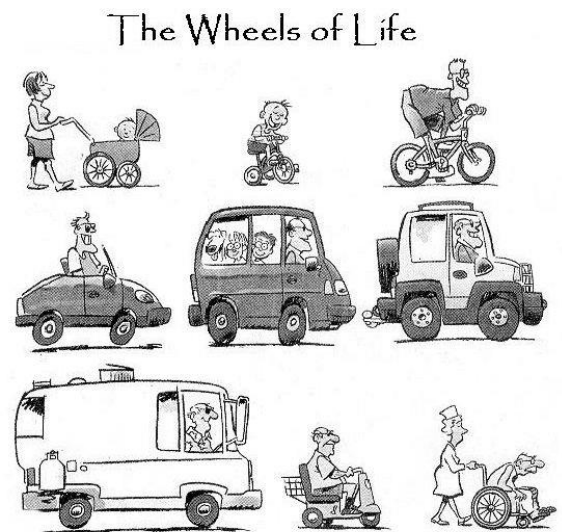
Should you write about what you know and love, or write about what will sell? The answer is, "Yes." Your passion for your topic can be your ticket to greater well-being as much as it should be a key to exceptional market performance.

The Very Idea

(Editorial by Brian Jud)

Books are like people in that they require different strategies at different times in their lives. Titles navigate their life cycle from introduction through growth, maturity, and then decline. This could run its course during one week or over a number of years.

Since the period of greatest profitability is in the growth stage, extend this period as long as possible. You can do this by finding new users (ask, "Who else could use my content?"), selling more books in large, non-returnable quantities to corporate buyers, publishing in different formats (pbooks, ebooks, booklets, DVDs, etc.) and using creative promotional techniques.



Marketing Planning

(Excerpted from Brian Jud's e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*; www.bookmarketing.com)

"You can't be overconfident, but you have to believe in your ability to get the job done. I may jump from a 70-year-old plane one day to a two-year-old state-of-the-art jet the next. All planes fly differently, but there's a certain faith that the plane will take me from point A to point B, as long as I'm doing my job right." Rod Lewis, Pilot and Founder, CEO of Lewis Energy See a 10-Step training course to get from A to B when selling books in large, non-returnable quantities at <http://bit.ly/2tdA8Eg>

Using Music to Build Your Creative Writing Skills

By Rob Kennedy

There are many ways you can get and keep that writing flow happening. One method is to try using music to build your creative writing skills. Music is just as diverse in style, format, quality, length and content as books are. You might say that the best mirror for a book, is a piece of music.

Think of it like this, would you listen to the 1812th overture while reading a romance book? Would you read a dystopian novel while listening to music from the Renaissance period?

If the answers to these questions are no, you can see the power that music has when connected to literature.

Music in movies brings out a range of unwritten words. Two things music in movies does particularly well are:

- it crafts another narrative to add to the story
- it injects emotion into scenes.

You can use the same process that movie music composers use, to aid your writing flow.

Most novels have scenes which reflect and comment upon situations that happen in life, so does certain music. It's not hard to find music that will fit, or add to a scene in a book.

The narrative in music can add to the narrative of your story, especially movie music. As movie music is already designed to aid a story, why not find a piece of movie music, and use it to inspire a scene you are working on.

The formula is already there for you. Look at most 1940s Hollywood movies. Usually, the musical story is as strong as the visual and narrative story in the movie.

Or, think of it like this. In early Hollywood, movie music used a lot of Micky Mousing. When a character was being chased up a hill, the music went up. When a car sped down a hill, the music went down. The music was synchronized to the action.

Listening to music can inspire you to write a scene that fits an action, or emotion. Music can even be the basis for a scene or a whole book.

The inspiration for a story can come from a piece of well-loved music. Think of any of the famous popular songs, and any creative writer should be able to turn one of those songs into a story. Popular songs are mini stories. But, for writing an extended scene, you could try listening to a piece of classical music. Or, you could write a title for every scene in your plot and match it to a piece of music before you start writing.

Chapter 1, meeting scene — Music, *Romeo and Juliet* – I'm Kissing You, Des'ree

Chapter 2, love scene, — Music, *Blade Runner* - Love Theme, Vangelis

Chapter 3, separation scene — Music, *The Color Purple* - The Separation, Quincy Jones

You will see just how much emotion and affect the music adds to those scenes. You too can build a strong scene based upon a piece of music as the inspiration.

Helpful Website of the Week – Adele M. Annesi

(Adele is freelance book editor, and a co-author of *Now What? The Creative Writer's Guide to Success After the MFA*. She may be reached at a.annesi@sbcglobal.net)

Radish

<https://www.radishfiction.com/>

Radish is a new app for serialized fiction, designed for the mobile generation. “On Radish you can write, share and monetize your bite-sized serial fiction stories, perfectly suited for reading on smartphones. Using a freemium model, writers on Radish can earn an income from their work – creating stories that will go on to become the source of the most popular blockbuster movies, TV drama hits and addictive games.”



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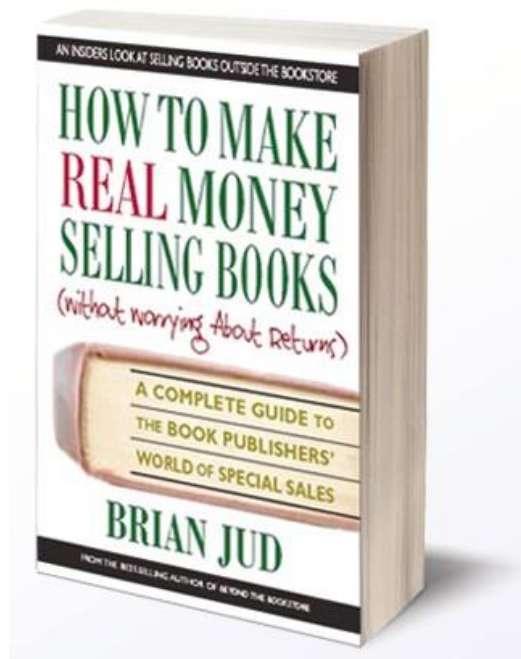
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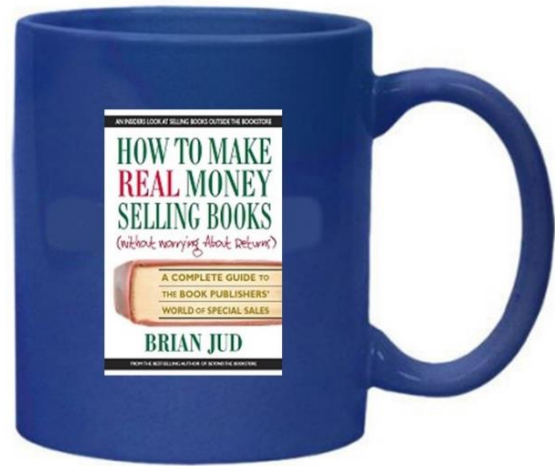


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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

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



Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
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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 www.bookmarketing.com

Brian Jud is the Executive Director of The Association of Publishers for Special Sales (APSS). Join this association for many discounts from major suppliers and many educational programs that can help you sell more books more profitably. Discover more at www.bookapss.org

He also 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. Find rated lists of suppliers to publishers at www.bookcentralstation.com. Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing.

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