

Here is your January 28, 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 2 Number 425 January 28, 2019

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Top inquiries from the salespeople
for the week ending 1/25/19

<u>Title</u>	<u>Quantity</u>
<i>Bullets for Ballots</i>	1800
<i>Desserts from My Kitchen</i>	2900
<i>Real Men Wear Beige</i>	4000
<i>Young Skin Diet</i>	3200

Information from APSS



Association of Publishers
for Special Sales

Display your book at the London Book Fair New Title Showcase -- save with the APSS discount

The London Book Fair New Title Showcase is the hub for international rights business during a key buying time for the industry. It gives agents, scouts and publishers the perfect opportunity to see your book on display.

- Attendees can order your books on the spot.
- All books are displayed face out, visible to all attendees
- 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.

The deadline is February 01, 2019. Register for The London Book Fair (and many other shows) at <http://tinyurl.com/y7bpzqld> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

APSS Bi-Weekly Top Ten List

The Pentagon's Defense Advanced Research Project Agency (DARPA) has proven to be a productive and creative think tank. It developed the Internet and the GPS network, among many other innovations. Here (*Harvard Business Review*) are the **Top Ten Lessons About Innovation from DARPA's Success**.

1. Create a team with individuals from outside the organization for a fresh perspective
2. Give the team autonomy in selecting and running projects
3. Have an ambitious goal to solve a real-world problem or create new opportunities
4. Have deadlines that intensify and focus your effort
5. Understand that the best way to prevent competitive surprise is to create it
6. Set guidelines and parameters that maintain attention on the team's mission
7. Have an exit strategy within a reasonable time period (three to five years out)
8. Apply basic research on a project with a commercial application of practical importance
9. Uncover and address a consumer need that existing products do not meet
10. Allow the original goal to be overtaken by the discovery of a more practical and profitable direction

Science Fiction Can Help Us Create the Real Future By Brian Jud



When seeking creative ideas, our built-in biases can prevent us from seeing new possibilities. We only develop opportunities related to the status quo, that which somewhat familiar.

Science fiction can help remove the creative boundaries by providing the inspiration for innovation. It helps us engage in mental time travel and allows us to dream about what may be possible. Consider some life-changing breakthroughs science fiction has envisioned or inspired: cell phones (based on Star Trek communicators), credit cards (a feature of a futuristic society in a 19th century novel by Edward Bellamy), self-driving cars (foreseen by Isaac Asimov), robots (conceived by Karel Capek), ear buds (a fictional invention by Ray Bradbury), and atomic power (imagined by H. G. Wells).

Lowes visualized a new retail future with augmented reality and robotics by giving customer and technology data to a panel of science fiction writers and asked them to imagine what Lowes might look like in five or ten years.

As a result of the project, Lowes became the first retailer to deploy fully autonomous robots for customer service and inventory, create some of the first 3D printing services, and helped place a 3D printer on the International Space Station. It also created exosuits (external robotic skeletons) for employees unloading trucks and came up with the first augmented reality phone for planning remodeling work.

Do you think there are few ways to sell science fiction in places other than bookstores? Use the imagination that created your story to help you sell it.

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 have 140 tweets or tips, you can compile a thin book that shows your brilliance. This is the easiest book to produce because you've already written the material. It needs only to be edited. You will need to write overviews to introduce each group of thoughts. You can also include sales pages, so people can learn about your services and contact you for more information. If you don't have 120 tweets or tips handy, you can create them easily if you review your speeches, podcasts, or interview transcripts. Or you can find a good interviewer who can ask you questions. Your answers will create the 120 tweets. [Think AHA](#) specializes in producing this book format. Putting this book together could take as little as eight hours, according to company president Mitchell Levy. If you have powerful and insightful words and thoughts, this book can position you as a thought leader or as a trusted business partner—even though the book uses only a few words. Remember, readers today like short books and want to skim. If this sounds like your ideal reader, use this format.

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>

A Proof for Every Need By Laura Baker



Proofs are a critical step in the book production process for many publishers. Not only do proofs provide you the opportunity to review your project one last time before printing, selecting the correct proof type can also help ensure your printer meets or exceeds your quality expectations.

There are several types of proofs that you can choose from based on your needs, budget, and schedule. At Sheridan, softproofs are the most requested prepress proof type. However, when layout, image quality, or color is critical, publishers turn to hard prepress proofs and, occasionally, printed proofs.

Let's take a look at the various types of prepress proofs that Sheridan offers for your book projects.
Digital Text Proofs (DTP) – Printed 600 dpi lasers, DTPs are b/w proofs that show halftones in low resolution. DTPs are helpful for verifying page order, page breaks, and image placement. Recommended for: Projects where you don't need to review color or halftone quality.

Digital Halftone Proofs (DHP) – Produced on wide format Epson printers, DHPs have a simulated offset halftone dot pattern. DHPs are the best option for proofing the tonal quality of grayscale halftones. Recommended for: Projects where you need an accurate image of how the tonal quality of halftones will look when printed.

Digital Color Proofs (DCP) – Produced on wide format Epson printers calibrated to our color presses, DCPs are continuous tone proofs, meaning they have no dots. DCPs are helpful for viewing color breaks and tonal qualities of CMYK color. PMS colors will not be accurate on DCPs as they print CMYK. Recommended for: Projects with critical four-color process work.

Softproofs – Softproofs are PDF proofs of the text or component file that you can download to your computer. Since computer monitors project color in RGB, and presses print in CMYK, softproofs are not an accurate representation of how color will appear when printed. When color and halftone quality are not a concern, softproofs offer an economical and timely option as they remove the cost of creating a paper proof and shipping it back and forth. Recommended for: Projects where you don't need to review color or halftone quality.

Consider turnaround time

DTPs, DHPs, and DCPs are hardproofs that will be mailed to you. Sheridan sends all proofs via FedEx Next Day Air unless you specify another method. Typically, you will have 48 hours to review hard proofs and send us your approval. Softproofs typically have a shorter review period of 24 hours.

If you want, or need, to make any revisions after reviewing your proofs, you'll need to budget for extra time and costs from your original printing and production estimates. Changes at the proof stage can also result in changes to the production schedule and your book's shipping dates. Once any required revisions are made, it is a good idea to review another round of proofs before giving your final approval to go to press.

Printed press proofs

For extremely critical jobs, printed proofs are available for covers, dust jackets, sample cases, and check copies (printed text prior to binding). Printed press proofs allow you to see exactly what the final product will look as it is produced on press with the same material that will be used in the final run of your books. Printed press proofs are not common, as they are costly and add additional time to the schedule for them to be produced, mailed, and reviewed.

Unsure which proof type is right for you? Your Sheridan Sales or [Customer Service Representative](#) can help you determine if you should see proofs for your job and what kind would best suit your needs

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)

Kimo Krogfoss, a philosophy professor living in Hawaii, came up with these rules for living.

1. Tell the truth -- there's less to remember.
2. Speak softly and wear a loud shirt.
3. Goals are deceptive -- the un-aimed arrow never misses.
4. He who dies with the most toys -- still dies.
5. Age is relative -- when you are over-the-hill, you pick up speed.
6. There are two ways to be rich -- make more or desire less.
7. Beauty is internal -- looks mean nothing.
8. No rain -- no rainbows.
9. Never judge a day by the weather.
10. The best things in life aren't things.

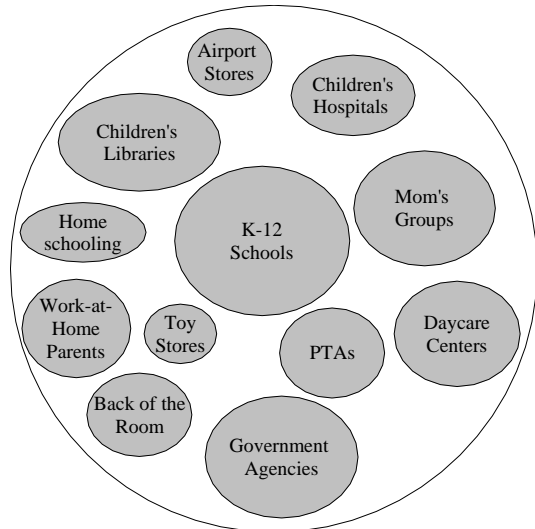
Answers to Your Questions About Non-Bookstore Marketing

(If you have a question about selling books to non-bookstore buyer, send it to BrianJud@bookmarketing.com and he will answer it here)

“Do you have any tips for targeting my marketing efforts this year? Edna Glass

Ask yourself questions about your potential buyers. Describe them demographically (age, income, educations, etc). Think about where they shop. For example, depending on their demographics, parents may shop at Walmart, or in supermarkets, airport stores or gift shops. Are there geographic concentrations of these potential buyers? Do they purchase seasonally? What are competitive prices for similar products?

You can visualize this concept by drawing a large circle, representing the total non-bookstore market for your book. Inside that circle draw other circles for each of the market segments in which you could compete.



The smaller circles in the figure on the left depict the special-sales opportunities for a title suited to a children's book. Varying the size of the segments demonstrates the potential profitability of each. This also serves as a means for prioritizing your marketing strategies. This publisher will probably spend more time marketing to schools, mom's groups, children's libraries, daycare centers and government agencies than to the other segments.

This technique of *Market Mapping* can make your marketing actions more effective, efficient and profitable. And it helps you target your promotional copy to the needs of the buyers. For example, buyers in government agencies will purchase your books for

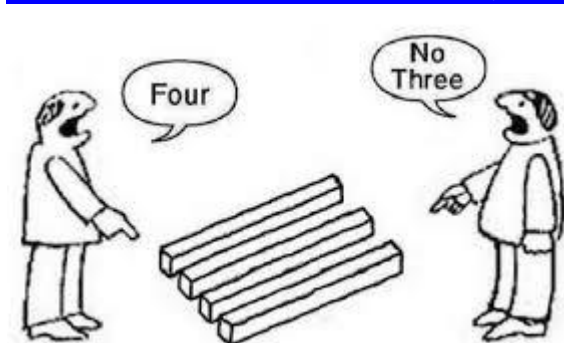
reasons different from those at a children's library or an airport store. Segmentation, if properly applied, can tailor your promotion, pricing and distribution for your products and services to the groups most likely to purchase them.

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-125: Tax Tips for Authors, by Carol Topp. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

Marketing Strategy (Editorial by Brian Jud)



"Frozen thinking" is hanging on to a deeply held idea that we no longer question but should, such as selling only through bookstores and ignoring larger sales to non-bookstore buyers. According to *Reader's Digest* (January 2019), "Dissent can thaw frozen thinking. As difficult as it can sometimes be, talking to people who disagree with you is good for your brain." Join an APSS Mastermind group for a variety of opinions

www.bookapss.org/APSSMastermindGroups.doc

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)



The sales process for a large order to a corporation may take several years. Buyers may initially test your title and then wait months or a year before placing an order. Rarely are people in as much of a hurry to buy your book as you are to sell it; so be patient. There is more at stake for buyers purchasing in large quantities, and corporate buyers in particular want to buy from people they know. It takes time to build the relationships that lead to large orders.

As you prioritize your prospects and opportunities, sell smaller, but more frequent quantities to retailers while you are working on the larger orders. This may help to generate some interim cash flow. But the axiom still holds true that people buy on their timelines, not yours.

Marketing Planning

Editorial by Brian Jud



Write your marketing plan as you would the first draft of your book. Then rewrite. Here is an observation from Chuck Miceli following the APSS-CT planning session last week: “I continue working through your handout, Brian, and I'm finding it very helpful in focusing my planning. I don't know about others, but for me, the process is an iterative one. I find it is difficult to get started unless I give myself permission to be wrong or inaccurate in my initial answer and just

get something down at first. Then I revisit and refine each entry one or more times until I home in on what appears to be a useful answer. That advice might be helpful for perfectionists like me who are dissatisfied with the results at first. I also appreciate the way the tool is formatted for the computer, dynamically expanding the columns to fit the answers. That makes it much easier to use as the tool meets the user's needs instead of the other way around.”

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>)

Selling sponsorships. For a book on wealth preservation, one self-publisher charged contributors to write the book for him. He brought in fifty-four contributors at a price of \$2,000 each. In return for his \$2,000 and answering questions for the book, each contributor received copies of the book with his name on the front cover as one of the co-authors. In addition, his photograph and biography were featured on the back cover. The contributors were willing to pay so much because they wanted the exposure before so many potential customers for their service

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

If you speak monotonously, it's nothing you're going to change in the 30 seconds before you go on the air. If you think you've got a terrible voice, go see a coach.

Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact a.annesi@sbcglobal.net, or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)

The 100 Best Websites for Writers in 2019

<https://bit.ly/2ANI3OB>

Endless definitions of “writer” exist in the world. And they’re only growing with the proliferation of blogging and digital publishing.

Whether you’re a novelist, journalist, Ph.D. candidate, entrepreneurial blogger, self-help guru writing a book or some combination of creativity at the intersection of multiple ambitions, you call yourself “a writer.” Whatever kind of writer you are, a blog or online community probably exists to help you succeed. Each year, The Write Life celebrates these vast resources available by releasing a list of the 100 Best Websites for Writers, and we’re excited to do it for the sixth year in a row.



The Very Idea

(Editorial by Brian Jud)

Many publishers bury their backlist titles in favor of the latest ones. However, in special-sales marketing your backlist is just as fresh as your frontlist.

Stop thinking in terms of frontlist and backlist. Most non-bookstore buyers are less concerned with the publication date than they are with how the content of your book can help them or their customers, employees, students or association members. Assuming your information is relevant, corporations may use it as a premium to increase sales of their products, magazines to increase subscriptions or by museum gift shops as a way to enhance the experiences of their guests.

Given the fact that you probably already have a frontlist and backlist, evaluate your complete inventory of titles, and then devote your attention to marketing those with the greatest potential. Then sell them in nontraditional places such as schools, colleges, hospitals, pharmacies and/or



military bases. These groups might purchase them for resale, as premiums or as gifts.

Dig out those old titles. Balance your efforts on marketing your frontlist of potential stars as well as your backlist of solid titles. Stop thinking of titles as individual publications but as bricks in the foundation of your future business.

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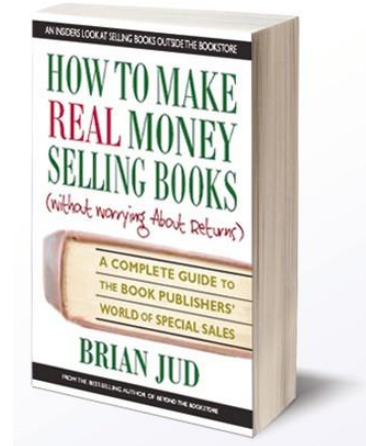
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Beat your competition
Become more profitable
Sell in untapped, lucrative markets
Minimize -- if not eliminate -- returns

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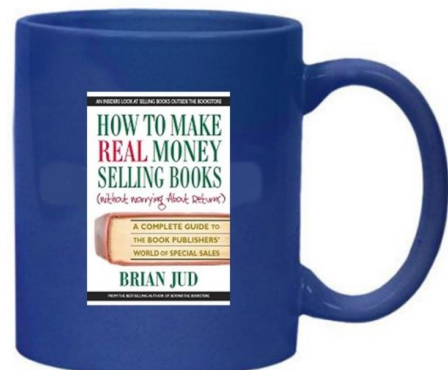
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness



- 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

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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 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>