

Here is your October 28 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 20 Number 443 October 28, 2019

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

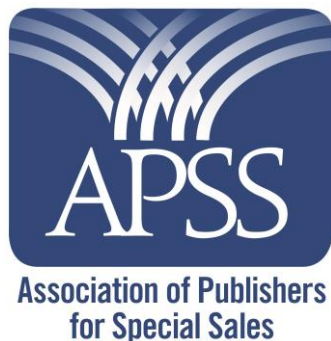
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Or www.premiumbookcompany.com

**Top inquiries from the salespeople
for the week ending 10/25/17**

<u>Title</u>	<u>Quantity</u>
Credit Card Rights	2600
The BOOM! BOOM! Book	850
Customers Included	500

News From APSS (The Association of Publishers for Special Sales)



Is your book for teachers of English? Display it with the APSS member discount

Have you ever wanted to display your books before thousands of literacy educators from across the country, but didn't want to spend thousands of dollars to do it? APSS has an agreement with The Combined Book Exhibit® (CBE) to display APSS members' books at the National Council Teachers of English annual conference. It will be held in Baltimore, MD, November 21-24, 2019

National Council Teachers of English - Deadline: November 06, 2019

Each November thousands of literacy educators from across the country make the journey to a Convention that inspires their practice and rejuvenates their profession. They leave with strong strategies and best practices for teaching literacy, language, and composition. They learn new ideas for delivering instruction that engages students and addresses the most pressing needs within the school and district. Join us to find new teaching allies,

new connections with luminaries and authors, and enough new books to fill entire shelves in classroom libraries.

NCTE deadline is November 6 to display your books with the APSS discount -- **just \$140**

- 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.

National Council Teachers of English -Deadline: November 6, 2019

Print Book Display (per title, per show) - \$140

Ebook Display (per title, per show) - \$140

Print/Ebook Combo (per title, per show) - \$175

Full Page Advertising in CBE Exhibit Catalog (per catalog) - \$200

Register for NCTE (and many other shows) at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

To Your Success,
Brian Jud
Executive Director, APSS

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)



Instead of selling your book, sell the product of the product – the benefit the reader receives from reading it. The CEO of a cosmetics-manufacturing company once said, “In the factory we make cosmetics, but in the store we sell hope.” Sell what your content does, not what your book is.

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

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>)

Because of certain laws and union contracts, some corporations are required to provide retirement planning for employees, as well as help for those they lay off or fire. Books are great resources for either program. Monsanto bought 800 copies of Crisp Production's Retirement Planning Guide to give to its employees to help them with their retirement plans.

It's All About the Paper!

Sandy Gould

As an author, you may not have given much thought to paper. Paper gives print books their distinctive appeal and affects what it feels like in our hands for every turn of the page. Some printers provide few paper options. CHG offers several varieties of text and cover stocks along with one-on-one support to assist you in making the best decision; all while keeping your target costs in mind. Here are a few tips:

Coated or Uncoated Paper? Matte or gloss paper has a coating applied during the manufacturing process. This adds certain qualities to the paper including weight and surface texture that reduces ink absorbency. Coated paper provides a much sharper image compared to uncoated paper. The result is a crisp, clear image that represents full color images more accurately.

Coated papers require special binding adhesive called 'PUR' for softcover or adhesive hard-cover books. PUR glue reacts with the coating to ensure a secure binding.



Uncoated paper tends to have a coarser finish when compared to coated sheets. Using uncoated paper results in higher absorption of ink, giving images a softer, more muted look.

Shade - White or Natural? Most coated papers are only available in white. Uncoated paper is available in white and natural (cream colored) shades. Both white and natural papers vary slightly in shade depending on the mill specification.

Thickness or Bulk. Thicker papers are suggested when ink coverage is heavy since they tend to be more opaque and have less show-through. Thicker papers can also help bulk up low page count books which allows for a larger spine width.

Opacity. Opaque paper tends to be brighter and smoother than standard uncoated sheets. Special pigments are added to increase opacity reducing show-through when ink coverage is heavy.

Digital vs. Offset. Some of our house papers are better suited for offset printing than for digital printing. You can learn more by downloading our paper spec sheet and by emailing me with your questions.

If you are not sure which paper is best suited for your project, that's ok! From selecting the right paper to choosing the right binding style, I am a call or click away, ready help navigate you through every step of the process.

I look forward to helping you make your book a great success.

Sandy Gould
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Marketing Strategy

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



Cash flow is vital to the success of a business. There are 3 Vs to identify that can improve it. The first is **volume**. Seek large, recurring, non-returnable book orders by selling to buyers in corporations, associations, etc. Second is **velocity**. Those large orders can take a year or more to finalize, so go after the singles, doubles and triples (small orders, non-bookstore retailers) while working on the home runs. Third is **variety**. Have multiple sources of revenue yielding cash flow regularly. These could be speaking, consulting, writing for periodicals, conducting seminars, etc.

APSS Bi-Weekly Top Ten List

Be creative --- do the unexpected and get attention. Most of us are born creative, but that flair is suppressed as we grow up with the admonition to "fit in" or to "not rock the boat." Use these ideas to help you apply your CREATIVITY:

- 1) *Combine* several titles as a bundle.
- 2) *Reduce* the size of your book, or its price, or its cost.
- 3) *Enlarge* your book, type size or its price, or expand its market into special sales or to international buyers
- 4) *Adapt* your book to other uses such as a calendar, a board game or the script for a movie or a television series.
- 5) *Turnaround* your thinking. Ask not only why people buy your books, but also why they do not. Who else? Where else? When else? How else?
- 6) *Inquire* properly. "In how many new places?" Not "where else can we...;" generate more possibilities; join or start a mastermind group
- 7) *Volume and velocity*: do things that increase the speed and amount of cash flow
- 8) *Investigate*: research your topic and market by reading, attending trade shows and searching online
- 9) *Take away* elements to reduce the cost, such as embossing, die cutting or odd shapes -- without reducing quality. Remove printed pages – get ebook; remove perfect binding, get booklet, spiral bound
- 10) *Yes* is the best initial answer – keep an open mind and first investigate the positives of an option before looking at why it won't work

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)



From the book, *Code of Trust*- a great book for lists, etc. Here's an example - The Active Listening System. These are some of my favorites of their "commandments:"

- 1) Listen for what matters most - to them
- 2) Keep your opinions to yourself
- 3) Check your own stories at the door
- 4) Leave no doubt that you're listening
- 5) Don't use debating tactics
- 6) Put away your cell phone
- 7) Use questions to create clarity
- 8) Ask instead of argue
- 9) Ask instead of accuse

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)

I have a few books that would be helpful to people in prisons. How can I reach this segment? Alan Richards

The Federal Bureau of Prisons Library offers a wide variety of traditional and automated information services. There is a wealth of resources covering the field of corrections and related fields of study including, criminology, sociology, psychology, and business. Federal Bureau of Prisons Library, 500 First Street, NW, 7th Floor, Washington, DC 20534; telephone, (202) 307-3029; fax: (202) 307-5756; <http://bop.library.net/>

Founded in the late 1980s, Books Through Bars was established to address the need for educational resources and programming made available to prisoners. It facilitates prisoner education and promotes successful community re-integration. Books Through Bars, 4722 Baltimore Ave, Philadelphia, PA 19143, 215-727-8170; www.booksthroughbars.org.

Of the more than two million people confined in U.S. prisons and jails, over 150,000 are women. More than 1/2 of all women in prison are women of color, and two-thirds of women in prison have at least one child under eighteen. Most of these mothers had primary custody of their children before going to prison.

These facts mean that women in prison have specific needs for particular kinds of information: material on families, children, women's self-help, women's health, and legal aid. There are also many LGBT prisoners who often have trouble obtaining information that is relevant to their lives. The Prisoner Activist Resource Center (www.prisonactivist.org) has provided women in prison with free reading material covering a wide range of topics from law and education to fiction, politics, history, and women's health. There are other programs to which you can sell books. Many seek donations of books, which can be a constructive use of your remainders or partially damaged books:

- Chicago Books to Women in Prison - <http://chicagobwp.org>
- Books to Prisoners in Seattle - www.bookstoprisoners.net
- Boston Prison Book Program - www.prisonbookprogram.org/

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)



What is your sales objective for 2020? What are you trying to accomplish? Can you state it in a single sentence? Can you draw a picture of it? Can you make a map of where you need to go and the things will need to do? What planning do you need to do? Can you visualize yourself reaching your objective?

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-126 How to promote your book without using social media, by Sandra Beckwith. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times.

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



Are You Afraid to Make Mistakes?

Mistakes are nothing to be afraid of. They show your readers you are human and imperfect.

Let's do a reframe. A reframe is where you look at something from a different point of view. For example, you might think yoga is weird. But if I told you every Major League baseball team uses yoga exercises, you'd probably think yoga is cool!

Let's reframe mistakes. Mistakes are actually cool because they show readers you aren't perfect. People don't relate to people who are perfect. Most folks think people who seem perfect are snobs, elitists, or nerds.

Readers want to relate to you. They aren't perfect. If they see you admit to not being perfect, they will be more apt to like you. If they like you, they will buy your book and tell their friends to read your book. They will hire you to work with them.

In fact, the first draft of this book was pretty bad. I didn't know it at the time, though. I thought I had a good first draft—until I read it!

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>

You're On The Air

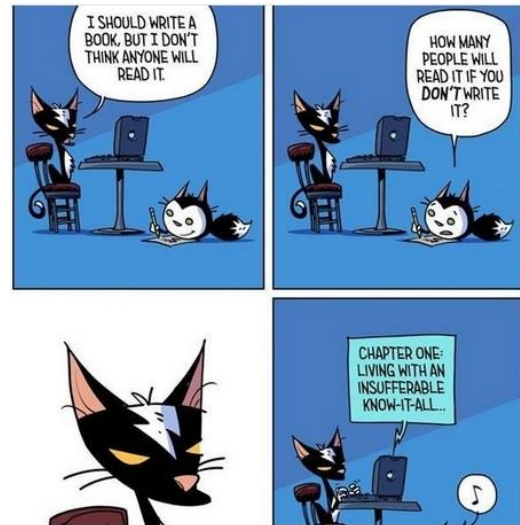
(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

For women, wear what you're used to wearing. Put on the same makeup as you always do. Nothing garish, but something you would normally wear as street makeup. For men, powder your face, just a little to cover a receding hairline and tone your face down so you won't be shiny.

The Very Idea

(Editorial by Brian Jud)

Those who write are writers. Those who wait are waiters.



Artisanal Prose – 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 Logistics of Writing Yield Self-Discovery"

Logistics questions, such as determining the right age audience for your work and describing your writing, are invaluable for two main reasons. First, they help you learn to present your writing to others; second, they help you understand yourself as a writer and where you want to go with your work.

To determine the best age of audience for your work, write first; decide later. Emerging and established fiction and nonfiction writers alike often enjoy reading and writing in varied genres. I worked as a development editor for Scholastic Publishing when the Harry Potter books were the rage but didn't read them because young adult (YA) isn't a genre I usually write or read. Three years ago, on a friend's advice, I read all the Harry Potter books and loved them. I still don't write YA, but I do read and edit it, and I enjoy the stories.

Whether you write fiction and/or nonfiction, aim to develop a body of work—three or four pieces at least—that you then polish. To determine the age of audience that best fits your creations, consider who would enjoy reading them. You might show the pieces to a trusted mentor, faculty member or friend, and listen for this question: “You know what this reminds me of?” If they don't offer the insight, ask. But ask after they've read your work instead of before so that the question doesn't lead them in a particular direction.

As you revise and polish your work, ask yourself the same question: What other writer or story does this remind me of? A Google or Amazon search on your working title will also yield a sense of how your piece could be categorized and whether others have written something similar.

The above steps also apply to describing your writing, but it's impossible to choose one description to cover all your efforts. Over the course of their lives, writers branch out into new genres, styles and media, and these are likely to morph further as you hone your skills and as new categories are created. Meanwhile, to describe something you've written, compare it to similar works, contrast it with others, and note its main differentiators from those other stories. To hone this skill, reduce your description word count to 100, then 50 then 25. The exercise will help your writing, too.

Happy writing!

Adele Annesi is an award-winning author, editor and teacher, and co-founder of the Ridgefield Writers

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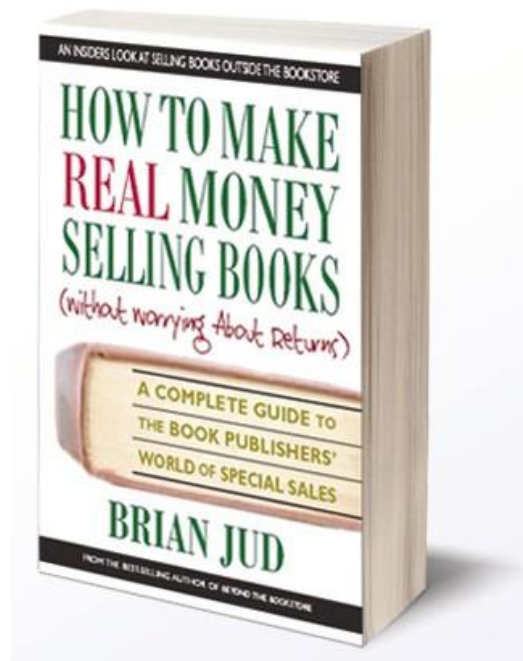
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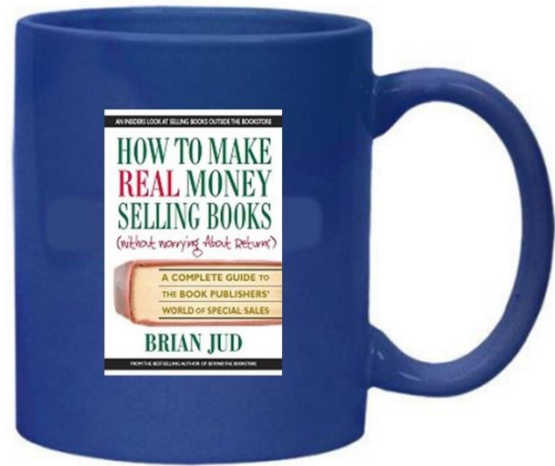


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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings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

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guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items



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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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.

Brian is the editor of this newsletter. If you have questions, comments or want to contribute a short article, contact him at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com