

Here is your November 11 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 19, Issue 21   Number 444   November 11, 2019

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**Top inquiries from the salespeople  
for the week ending 11/8/19**

<u>Title</u>	<u>Quantity</u>
<i>Family Guide to Aging Parents</i>	700
<i>Maple on Tap</i>	450

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



Association of Publishers  
for Special Sales

### APSS discount on book reviews written by *Publishers Weekly* reviewers

BookLife recently announced the launch of BookLife Reviews, a paid reviews product. BookLife Reviews are guaranteed, thorough, professional assessments plus marketing insights, written by *Publishers Weekly* reviewers and designed to help authors reach the right readers. Here are the basic details about BookLife Reviews:

- \$399 for six week turn around
- \$100 expedite fee for four week turn around
- review written by *Publishers Weekly* reviewer
- if author is OK with final review, it runs in BookLife section of *Publishers Weekly* print magazine
- longer, more marketing focused than regular *PW* reviews
- here are examples of reviews so far (all OKed by authors): <https://booklife.com/booklife-reviews/1>
- here is complete information: <https://booklife.com/about-us/booklife-reviews.html>

APSS members receive a \$60 discount. Contact [Kim@bookapss.org](mailto:Kim@bookapss.org) for the promo code.

## 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](mailto:guy@msgpromo.com))



The book-publishing marketplace is like an iceberg. There are visible opportunities (bookstores) that make it easier to chart your course. But there are many opportunities that remain unseen – those among non-bookstore retailers (airports, supermarkets, discount stores, gift shops, etc.), and non-retail buyers in corporations, associations, schools and the military. It can be hazardous to ignore what is there but hidden.

Contact Guy Achtzehn at The Promotional Bookstore, [guy@msgpromo.com](mailto: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>)

As part of their ongoing public relations programs, some companies will sponsor worthy causes and special book publishing projects related to those causes. For example, Weyerhaeuser donated \$25,000 worth of paper to Melior Publications for the publication of *Washington: Images of a State's Heritage* to celebrate the state's centennial.

## Website Tip from Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online (coming Fall, 2011)*; [gail@dreamspinnercommunications.com](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com))

A great author website helps to keep your readers engaged with you between books. It also makes it easy to remind them that a new book is coming out, and to get them excited before the book ever hits stores. You can promote your book for pre-orders before it ever reaches stores. Both publishers and booksellers really like to see strong pre-order sales, because it's an indication that the book will do even better once it is on the shelves.

## Marketing Strategy

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

How would you feel if someone came up to you and said, "Nice to meet you. Do you want to buy my car?" You don't know the person and feel he/she just wants to sell the car, not help you. That is how corporate buyers feel when you try to sell them your book before finding out what problems they want to solve.

# The Fiction of Prediction

## (A Fun Way to Write a Business Plan)

By Brian Jud



As we approach the end of the year it is a good time to begin creating your 2020 vision. Most authors understand the importance of doing so, but without an existing plan upon which to build they do not know how to go about writing a plan. But authors know how to create a good story, so why not use that expertise to write your plan?

Writing your business plan as a fiction manuscript can be a fun way to do the necessary work of planning. It can also help you identify and deal with the people (characters) that impact your business. Your subplots help you recognize the value of previously unsought opportunities, perhaps in non-bookstore markets. And your narrative can point out the interdependencies of market segments rather than dealing with them as isolated groups. Here are a few novel ideas to help you write your first plan - or sequel.

Start by asking yourself a few questions. Your answers will create the outline for your story – your plot. How many titles will you publish? Why and for whom? At what price will they be sold? How will they be distributed in traditional and non-bookstore (special sales) markets? How can I use publicity, advertising, sales promotion and personal selling techniques to promote them (online or inline)? What will all this cost and how much can I expect to make at the end of the year? How will all that position my business for future growth?

Next, identify the characters for your story. Who will be the protagonists (distributors, retailers, readers and buyers)? What roles do they play? What are their motivations for buying? How will they benefit from reading your content? Then define your antagonists, perhaps in the form of competitors or hidden obstacles (subplots).

Where does your story take place? If potential buyers seek your book in libraries, then make it available there. If they buy in bookstores, whether brick-and-mortar or online, that is where your books must be. If they purchase via direct mail, through catalogs, in airport stores, supermarkets, discount stores, gift shops, book clubs or at craft fairs, then that is where your books must be accessible. Or will you venture into new territory and sell to non-retail buyers in corporations, associations, the military and schools (another subplot)?

When does your story take place? Have your plan completed by January 1 of each year so you begin with a running start. Then rewrite it by performing quarterly updates to make your actions more applicable to changing conditions.

Finally, run the numbers. Place a cost on each of the actions you plan to take, and how many books may be sold if you do everything you planned. Can you be profitable?

Just as with writing a book, action is not the same as accomplishment. A manuscript that is not released will never lead to success. Similarly, a plan that is not acted upon will never be profitable. The difference between a novel and a plan is that a plan does not have an ending. It is a work in progress that you regularly evaluate and rewrite to update and make necessary changes.

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Brian Jud is the author of *How to Make Real Money Selling Books*, the Executive Director of the Association of Publishers for Special Sales (APSS – [www.bookapss.org](http://www.bookapss.org)), and the administrator of Book Selling University ([www.booksellinguniversity.com](http://www.booksellinguniversity.com)) Contact Brian at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

## APSS Bi-Weekly Top Ten List

Should You Use Your Book As A Freemium? A premium is an item given away to attract, retain or reward customers. It may also be provided as an incentive to purchase a particular product. Can companies use your book as a premium? Yes, and you can earn substantial revenue that way. Can you use your book as a premium for your own business? Yes. When your book is a “freemium” it can generate a valuable source of revenue for your other services, such as speaking or consulting. Here are the **Top Ten Factors to Consider When Using Your Book as A Freemium**.

1. Your book has to have value in itself to recipients, meaning its content should be useful to them
2. The form should portray value – a high-priced hardcover book will have greater perceived value than a low-priced ebook
3. If your competitors are also using their books as freemiums, the full weight of differentiation falls on your content and packaging to create an expectation of greater value
4. The benefit you receive for giving your book away should exceed its cost.
5. Use a freemium to enter a new market in which you do not have a recognized position.
6. Use your freemium to generate recurring revenue, perhaps through a consulting contract
7. Allow others to give your book away if they reach the target market in which you are interested.
8. For maximum value, your freemium should attract new users rather than reward existing clients or customers
9. Give it away freely without the expectation of a quid pro quo
10. Use your book as a freemium to attract business (before the sale) or as a “thank you” after the sale.

### 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](mailto:tom@tomhillwebsite.com))

Here is an excerpt from a *Forbes* article I enjoyed with ten quick tips to ensure your meetings aren't time-wasters. For the full article, click here: <https://www.forbes.com/sites/brianscudamore/2016/06/15/10-simple-ways-to-have-more-productive-meetings/#6bbf0cd31daf>

- 1. State The Objective.** How many times have you gone to a meeting with only a vague agenda and sat through a discussion with no end in sight? The most effective meetings are ones where the objectives are clear. A simple statement of what you hope to achieve can shave an average of 17 minutes off of your meeting.
- 2. Be Exclusive.** When I get a meeting invite, I'll usually ask (politely) if I actually need to be there. Often, office politics get in the way of who really needs to attend. Google caps attendees at 10 and Amazon has a "two pizza" rule (i.e., never have a meeting where you can't feed the whole group with two pies).
- 3. Time It To The Second.** I'll often request 22-minute meetings. This idea comes from an Ignite talk by Nicole Steinbok, and may sound a little silly, but I've found it's a hyper-effective way to keep everyone conscious of both starting and ending times. People tend to fill the amount of meeting time they're given, so I generally get just as much done in 22 minutes as in a standard half-hour meeting.
- 4. Leave A Buffer.** It's amazing how often we'll book back-to-back meetings without thinking about the logistics - the time it takes to walk from one office to the next, for instance, or to top off your coffee.
- 5. Ditch PowerPoint.** At Amazon, Jeff Bezos banned PowerPoint outright. Too often, we're stuck listening to a presenter read an entire slideshow, verbatim.
- 6. Change Your Scenery.** A boardroom is usually the most sensible meeting space for a group, but when you've got a one-on-one booked, a walk-and-talk outside makes for a nice change of pace. Not only can it be an

opportunity to get some privacy if you've got an open-concept office, but walking also helps creativity, according to a recent Stanford study. Plenty of big thinkers love walking meetings - in fact, they were Steve Jobs' preferred method of conversation.

**7. Provide Some Entertainment.** Some people might hear "icebreaker" and groan, but a round-table question gets the conversation going.

**8. Unplug Your Laptops.** Studies have found that students who use laptops have a harder time remembering what they learn in lectures and are less likely to understand complex ideas; the same goes for the office. When you've got half an eye on your email, you can't be fully present.

**9. Meet Face-to-Face.** How many conference calls have you tuned out of? I'm guilty of it, too: letting my mind wander when I'm not physically in the room. One study found revealed that 65% of employees regularly do other work while a conference call is happening. (A full 47% have even gone to the washroom during a call)

**10. Lead with Purpose.** Great meetings happen when you have great leaders. Once you've set standards for efficient, effective and entertaining meetings, your team will follow - and meetings may start to be the best part of your workday.

**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)**

**“How can I sell my books to associations and other groups as a fundraising item?” Neil McGinn**

Yes, you can promote your title as a fund-raising item to groups that can sell it to raise money for their cause, event or project. There are fundraising groups that can help you do this, such as Fundraising.com, 205 West Service Road, Champlain, NY 12919; 1-800-443-5353; <http://www.fundraising.com/>

Sarah Keeney offers this example of an association using books as fundraisers. “Because our general and military history titles appeal to such a niche audience, we are always looking for ways we can sell books outside of the book trade. Over the years we have developed a good relationship with Civil War Preservation Trust, the largest non-profit organization devoted to the preservation of our nation's endangered Civil War battlefields. They frequently focus on obtaining donations for a battlefield that is in particular need of being saved by offering a premium to those who make a donation. We stay in constant communication with CWPT so we know what battlefield they will be raising money for next. If we have a book on our backlist or coming down the pipeline that details that particular battle, we let them know they can offer a copy of the book as a premium to whoever makes a donation.

We have done this successfully with a number of our titles such as *Champion Hill: Decisive Battle for Vicksburg* ([http://savasbeatie.com/books/CHAMPION\\_book.htm](http://savasbeatie.com/books/CHAMPION_book.htm)) and *Chicago's Battery Boys: The Chicago Mercantile Battery in the Civil War's Western Theater* ([http://savasbeatie.com/books/CBB\\_pb\\_book.htm](http://savasbeatie.com/books/CBB_pb_book.htm)). CWPT tells us how many copies they are interested in buying and we work out a discount based on that number. We have even timed the premium to coincide with when we were planning to release a paperback version of a title. We latch their order onto our print run which brings our printing cost down. We try to provide the organization with something special to entice their members to want to donate and receive a copy of our books. Oftentimes we have the author sign bookplates, which they include with every book. This is a great way that we can work with an organization we support, help spread the word about our books to our target audience, and sell copies we wouldn't have in the book trade.”



## 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](http://www.bookmarketing.com))



Create a functional marketing plan for 2020 with these three parts:

1) **Direction (why):** What are your mission statement, vision statement and goals?

2) **Strategies (what):** What will you do in four areas Product (how many titles and for whom), Pricing (skimming or penetration), Distribution (bookstore and non-bookstore) and

Promotion (publicity, media, advertising, sales promotion, social media and personal selling)

3) **Actions (how):** Product (form – pbook, ebook, editing, design, layout, printer, e-conversion company), Distribution (distributors you will contact; how and when -- bookstores, libraries, non-bookstore retailers; how to contact non-retail buyers); Pricing (retail price, discount schedule, promotional prices); Promotion (radio/TV, trade shows, corporate sales, direct marketing, blogs website, podcasts and social networking).

## 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-131 Why and How Corporate Buyers Use Books, Guy Achtzehn. 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



People might get writer's block if they are afraid of making mistakes with grammar, spelling, or style.

First drafts are usually awful. Even professional writers know they will have to spend time editing and revising. It's part of the process.

Don't let your fear of grammar slow you down. You can always hire an editor to get your book ready for publication.

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](http://www.WriteYourBookInAFlash.com) and contact Dan at [dan@prleads.com](mailto:dan@prleads.com) or go to <http://geni.us/writeyourbook>

## You're On The Air

(Brad Hurtado, former producer of *Donahue*, *Maury Povich* and *The Charlie Rose Show*)

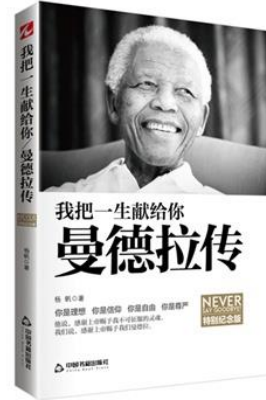
If you are part of a panel discussion, you have three tools to use. Tool number one, jump into the conversation. Tool number two, always get back to the main point, your point, of the conversation. And tool number three is don't lose any chances to add your wealth of knowledge.

## The Very Idea

(Editorial by Brian Jud)

Non-bookstore (special sales) retailers include airport stores, supermarkets, discount stores, gift shops and more. When you sell your books through them your book is on the shelf near others in your same genre.

Your cover design and copy are critical. Know your target readers and the benefits they seek from reading your content, and how it is different from – and better than -- your competitors. Speak their language and buyers are more likely to choose your book over the others.



## Artisanal Prose – Adele M. Annesi

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

### Absence Can Make the Writing Heart Grow Fonder

Let's face it. We're busy people, with lives, loves, problems, any or all of which can keep us from writing. So how does one get back into what iconic Southern gothic writer Flannery O'Connor called the habit of writing? And might what we learned in the meantime even inspire us?

Whether you step away from writing for moments or decades, it can be tough to get your head back in the game. And the mind is where the proverbial rubber typically meets the road. In reality, it's easier to leave off writing than stick with it. People do have lives, after all, families, pets, doctor appointments. We all get hungry, tired, bored, distracted. We have jobs, needs. And sometimes what we need is a break. Even when we don't need one, we want one.

That said, I don't necessarily believe in writer's block, as people usually mean it: "I sat down to write and couldn't." If you sit down and grouse about why you can't write, you're cured. But you may not be cured of what many really mean by writer's block: "I can't write what I want, how I want." Another view of writer's block is the mental jam-up that occurs when your mind churns out reason after reason not to sit down and just do it, or to stop doing it because it's too hard. You don't have time. Your writing is bad. You haven't had an original idea in recent history. Your work will never go anywhere; neither will you as a writer. Even if you do write, by the time you're good at it, everyone will have beaten you to the publisher, possibly with your very own idea.

With internal diatribe like this, who could turn out another word, let alone one anyone would read? While we agree that the return to writing isn't easy, it is straightforward: Write anyway. No time? Write anyway, even a few notes to start. Bad writing? Write anyway. The more you write, the better you'll become. No originality? Write anyway and revise what you write. Tired, no prospects for your work? Write anyway. You're likely to fall back in love with it and continue. For this, the French have a saying: "Eating builds appetite." So, too, with

writing, and once you finish a piece, you can seek a home for it. From blogs to podcasts, there are more venues now than ever, and they need content, thus writers.

Even as I say this, sometimes I'm still stuck for a way to start writing. At such times, I use two basic techniques. If I've already written something, I edit it. If I'm trying to write something new, I write down my ideas and plans. Then I revise what I've written until it's as clear as I can get it at that time. With the first method, the result is a more polished piece. With the second, I have an outline, which I can divide into sections and revise until they sound more and more like the actual piece I want to write.

As an example, I had an idea for a novel that I thought might work as a political thriller. I love this genre in film because it's engrossing, and I usually learn something. But writing a thriller requires an airtight plot. So I called on a former mentor, a plot guru, who first had me write a three-act story treatment. From that, I wrote a 12,000-word chapter outline. If you've heard the adage that even a journey of a thousand miles starts with a single step, that's especially true in writing.

My thriller plot outline is now becoming a novel. It's no longer a political thriller—the genre is too tightly circumscribed to work with my original story idea—but had I not gone through the plotting exercises, there's no way I could have written the current outline, for a work of historical fiction with magical realism elements.

But what about all that time away, did I learn nothing I can use now? Sometimes stepping away from writing can yield a project of its own. If you've seen a film, read a book, been to a concert or visited an interesting place, you might write of the experience. You might even find a venue to publish what you've written. If your time off from writing didn't yield an experience you want to share, the break can still be beneficial by sheer dint of having been rest. If getting back into the grove after all this still seems too much, remember the old Nike slogan: Just do it.

Happy writing!

Adele Annesi is an award-winning author, editor and teacher, and co-founder of the [Ridgefield Writers Conference](#). For questions on writing, email [Adele Annesi](#).

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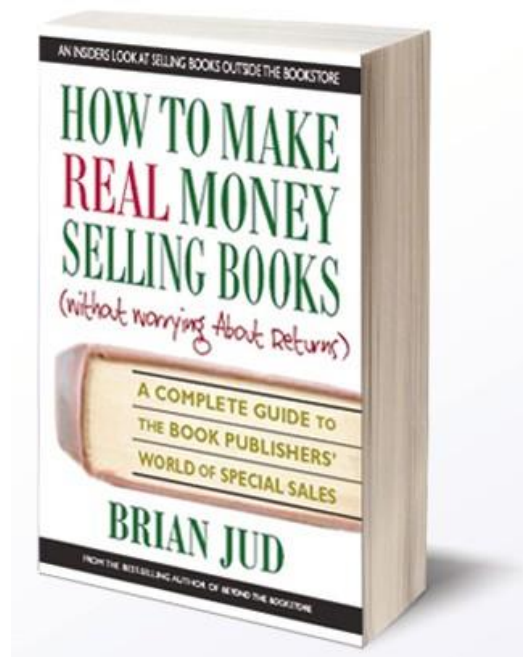
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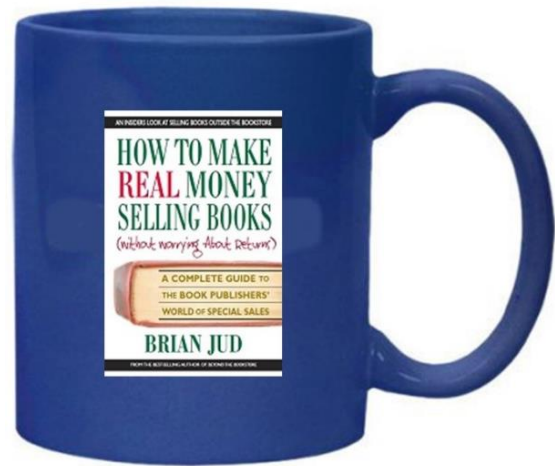


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Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at [www.bookcentralstation.com](http://www.bookcentralstation.com). 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](mailto:brianjud@bookmarketing.com)