

Here is your November 25 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

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

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**Top inquiries from buyers at the APSS exhibit at the Ocean City Gift Show, Nov 17 – 19. Order quantities to be determined.**

*Pudgy Paul -- Rainy Day*  
*The Littlest Christmas Kitten*  
*How to Screw Up a Good Idea*  
*Do You Like Peas?*  
*Big Squeeze: Hugs & Inspirations*

## 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
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- 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))



Businesses – both large and small -- comprise a unique, large, growing and diverse opportunity for selling your books. They use books in two general ways to increase their profits as they help or educate employees and consumers. The first is for premiums and incentives where a product such as a book would be given to promote goods and services, to reward buyers for making the purchase, to motivate employees or serve as a gift to customers. Your book is considered a premium or incentive if a company buys and uses it “as is.” Second, if the company customizes it, for instance if it puts its logo on the product and sells or gives it away, it’s considered a promotional product -- an ad specialty.

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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>)

In the case of most special sales, be prepared to wait as long as six months or more before any final decision is made. Even then, it may be another three to six months before you receive the order. Most catalogs, for instance, work with at least a none-month lead time.

## How to Sell Through Retailers By Brian Jud



Bookstores are retailers. And there are many other retail establishments that sell books, but most authors ignore them. Examples are airport stores, supermarkets, gift shops, discount stores and specialty stores, and you can increase your sales by selling through them. The good news is that you already know how to do it, since most retailers operate the same way as bookstores. You work through a distribution partner, and books are placed on shelves for sale. Here are some things you can do to compete and grow profitably selling through other retailers.

**Define your prospective buyers.** Using the 5 Ws technique Define who they are, where, when, why and what they buy. Knowing where and when they shop will lead you to the appropriate retailers.

**Know the customer of your customer.** Before you try to get into a retail store, go there to get a feel for who their customers are. Customers of the Hallmark store are much different from those of a Spencer Gifts store.

**Learn what they are already selling.** While you are in their stores, learn what types of books they are already selling. What are the topics, bindings, sizes and prices of their existing line? How will your book fit in? You may have to redesign your book in order to compete with those in your genre for that retailer.

**Know why retailers buy.** They want increased store traffic, inventory turns and profit per square foot. If your book does not help them accomplish those goals, they will take it off the shelf, return it and replace it with something that does. Let them know that your promotion will mention that your book is available in their store.

**Find out who the distributor or wholesaler is for the store.** Ask the store buyers who their distribution partners are. Your current distributor may already be selling to them. Here are two other examples.

- Symak Sales Co Inc. (<https://symaksales.com/Home/>) “is a leading importer and distributor of general merchandise throughout North America. Symak products can be found in a wide range of retailers and wholesalers, including discount stores, variety stores, supermarkets, pharmacies, distributors, department stores, and dollar stores.”
- Readerlink Distribution Services, LLC (<http://readerlink.com/>) "is the largest full-service distributor of hardcover, trade and paperback books to non-trade channel booksellers in North America, including the biggest names in retail across multiple retail channels.”

**Work with your distribution partners.** Retailers do not sell books -- they *display* books. The job of distributors is get the stores to carry your books and fill the pipeline to the retailers when the books are sold. Neither sells your book for you. It’s up to the author to do the promotion that gets your books sold. When you submit a plan to a distribution potential distribution partner, make sure you describe the promotion that you have done and will do to help sell your book. Describe the research you have done, and why your book is particularly appropriate for the retailers you have in investigated.

**Know the distribution discounts and fees.** Read their contract carefully to make sure that you understand all the costs involved with working with them. Work with your printer and suppliers to reduce the cost of producing your book so you can be profitable in this segment.

Expand your outlook to include sales through retailers other than bookstores. Expand this endeavor to include bookstores online, too. The more strategic places in which you have your book available, the more likely your target buyers will find and buy it. Your books will flow through the hands of your target readers instead of being returned as unsold.

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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)

## Marketing Strategy

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

Can you state your strategy simply? At Nasty Gal, founder Sophia Amoruso's game plan is selling vintage clothes to young women. Snapchat's strategy is delivering disappearing photos. Ikea's is selling nicely designed flat-pack furniture. If you can't articulate your strategic approach as clearly as they can, do not expect the market to get it. (Fortune) Road-test yours here for some valuable feedback.

## Website Tip

By Jeniffer Thompson

**Draw in Your Audience.** You have less than a second to engage your audience. There are three things you can do right now to clean up your site and draw in your audience.

1. **Don't oversell.** Use three to five bullet points and snappy headlines to sell the benefits of your book.
2. **Utilize "Read More" buttons** to draw visitors into your sales funnel. Let your readers decide if they want to know more.
3. **Use color to set the tone** of your site and convey a feeling. Once you know who your audience is, you will know which colors they will most likely respond to. Color drives action. Use red, orange, or yellow for your buy now button.

Jeniffer Thompson's design company, Monkey C Media, specializes in author web site design and Internet Marketing strategies, book cover designs and author branding development. [www.monkeycmedia.com](http://www.monkeycmedia.com)

## Sure-Fire Tips on How to Publish a Book Perfect for Newbie Authors

It's a common thing for first-time authors to get lost in the maze of self-publishing terrain. Often frustrating and confusing, this journey may lead to a dead-end. And worse, these authors—disappointed and thwarted—toss their manuscript in the trash bin. If you don't want your manuscript to end up as trash, put it on the shelves. Follow this brief and effective guide on how to self-publish your own hard-earned book.

**Have a clear and realistic purpose.** What are you here for? Why do you write? There are too many authors who exhaust themselves with little knowledge on why they write and publish their work in the first place. Some may commit on winning for fame, and others on earning for millions. Whatever your reason is, know that publishing a book is not easy. And if you fancy yourself with unrealistic assumptions, you already lose as soon as you start the game. But if you're here with a clear and attainable vision in mind, you'll start the game the right way—and win the right way.

**Make a thorough research.** There two common ways to self-publish your book: 1) Self-publish on your own (DIY), and 2) partner with a reliable self-publishing company. If you choose the former, you need to pay an expert for book assistance, and only avail self-publishing services to work on your book promotion and distribution. If you choose the latter, publish and market your book with promotional and marketing services tailored to your needs.

But before even thinking of signing up to a publishing service, gather facts and opinions first. If you want to avoid getting scammed, check publishing forums and blogs to know of the publisher's legitimacy.

**Hire professionals—they're worth every penny.** Paying experts to proofread and design your book can payoff once your book gets published. This should be left to the qualified people, especially if you have no background on editing and designing. Never decide to do everything on your own. You either succumb alone with your book or complete a poorly-made manuscript.

**Market and promote to attract customers.** It's a good idea to pay book retailers to market your book, but you also need the initiative to build your empire. Build a website to share useful and interesting content. This can be your author blog. Share writing tips and hook potential book buyers.

**Learn SEO,** and find the right keywords to keep your content on top of Google's pages. Promote your manuscript on different social media platforms, such as Twitter, Facebook, and LinkedIn.

**Recharge.** You've done your work and you need space for relaxation. Don't kill yourself with worry and overthinking. Just hope for the best and believe in your craft. Sip a cup of coffee, or read your favorite book. Relax and enjoy!

**APSS Bi-Weekly Top Ten List**

## Top Ten Reasons to Begin Promoting Locally Before Expanding Nationally

1. Stand out from the clutter
2. Address buyers' needs more closely
3. Learn from mistakes
4. Appear more smoothly on national shows later
5. Experience economies of scale
6. Establish yourself as the market leader
7. Become known as the expert on your topic
8. Expand from your core business methodically
9. Failures are less costly
10. Get a better return on your promotional investment

### 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))



The best selling book, *The Blue Zones: Lessons for Living Longer From the People Who've Lived the Longest*. Buettner found that despite the geographical differences, people living in the Blue Zones all had nine key lifestyle habits in common, which he named the "Power 9." Here, each pillar is explained, with input from doctors about why it's so crucially connected to health and longevity. Keep reading for the complete intel, including how to apply the pillars to your own life.

**1. Move naturally.** Buettner found that in all the Blue Zones communities, movement was a regular part of daily life for the residents. The Longevity Plan author John Day, MD saw this first-hand as well when he spent a year living in remote China. Even in their advanced age, he saw centenarians working in the fields and throughout the village.

Of course, here in the States, our jobs are a lot more sedentary. But Dr. Day still says we can work this pillar into everyday life. "Unfortunately, our modern lifestyles have been engineered in a way to take movement out of our lives, so it is up to us to get in as much as we can during the day," he says. "For example, you could take a vow to never use an elevator or escalator again unless the stairs are restricted. Other options include an evening walk or doing everything possible to avoid having to use a car. Even vacations can be scheduled in a way that are physically active, like a vacation centered around skiing, hiking, or cycling."

Richard Honaker, MD, who works with Your Doctors Online, echoes this saying, "The more exercise you can fit into your day, the better. Even walking is good for your health." His recommendation is to aim for a minimum of 30 minutes of exercise three times a week. "This is the bare minimum amount of exercise to do that will benefit your health," he says.

**2. Have a larger purpose.** Having a clear sense of why you wake up in the morning is connected to living a long, healthy life. "Purpose is related to happiness, and happiness is associated with better health than sadness or indifference," Dr. Honaker says.

Dr. Day adds that the connection between the mind, health, and a sense of purpose is powerful. "Whether your goal is to beat cardiovascular disease or cancer, or even to live a long and healthy life, study after study has found an association of purpose in life with all kinds of better health outcomes—an effect that stands regardless of age, sex, education or race," he says. "You have to have a reason to get out of bed every morning. Something that pushes and motivates you. For without purpose it is next to impossible to maintain the healthy behaviors and lifestyle that is conducive to a long and healthy life."

**3. Manage your stress.** PSA: Chronic stress is terrible for your health, which is why stress management is one of the pillars for living a long, healthy life. "We all have stress. The key is how you perceive your stress," Dr. Day says. "If you view stress as something that is making you stronger or refining you then it can be a good thing. If you view stress as something destructive then it probably is."

During his time in China, he saw that simple lifestyle habits such as eating nourishing foods, being physically active, getting good sleep, and socializing with family and neighbors all helped negate the stress the townspeople experienced, showing that the pillars are intertwined and connected to each other.

**4. Eat until you are 80 percent full.** Here in the States, generous, oversized portions of food are valued greatly. But in Blue Zones, Buettner found that people stopped eating when they were mostly full, not when they finished everything on their plate or were too stuffed to eat another bite. He also observed that the biggest meal of the day occurred in late afternoon or early evening, not right close to bedtime. Scientific research has shown that eating late at night is linked to unhealthy weight gain, which isn't exactly great for lifespan. Speaking of Blue Zones, here's what to know about the expert-loved Mediterranean diet:

**5. Stick to a plant-forward diet.** While we're on the subject of food, people in Blue Zones tend to eat a diet that's primarily plant-based, consuming meat only a few times a month on special occasions. "Processed foods and added sugar have never shown to have a health benefit. Cutting them out is 90 percent of a healthy diet right there," Dr. Day says. "[In China's longevity village], they picked their own produce and ate it the same day. And since they were essentially cut off from the rest of the world, they didn't have any access to sugar or processed foods." He also adds that they ate fish about twice a week, which of course brings to mind the Mediterranean diet, a long-beloved eating plan by doctors and dietitians.

**6. Moderate alcohol consumption.** Across Blue Zones, Buettner observed that alcohol was consumed, but moderately, at one to two glasses a day, with friends or food. This makes sense, as light to moderate drinking (particularly of wine) has been associated with a longer lifespan. According to a 2017 333,000-person, eight-year analysis, those who enjoyed an occasional drink—seven or less per week, to be exact—were 20 percent less likely to die of any cause and 25 percent to 30 percent less likely to die of cardiovascular disease than those who were completely sober. The key, of course, is to be mindful.

**7. Find your community.** A sense of family and community is important in all Blue Zones communities, which Dr. Honaker says has been directly linked to health. "Many studies have shown lower rates of hypertension, obesity, diabetes, and possibly even cancer for people with lots of friends and loving relationships in their lives," he says.

Dr. Day observed first-hand how belonging affected the health of the people in China's longevity village. "Our research showed that as long as people stayed in the village and adopted the village lifestyle, they were healthy and aging was slowed," he says. "However, if they left for employment in one of the big cities in China then their health suffered."

**8. Stay close with family.** Similarly, in Blue Zones, families tend to be close, both geographically and emotionally. Younger generations value and help care for older ones. Dr. Day says that healthy aging requires a close network of friends and family who share their health goals and values, not something people can do on their own. This may too be related to a sense of belonging. "This may be in part to the healthy lifestyles happy people adopt along with other factors we cannot measure," Dr. Honaker says.

**9. Maintain a fulfilling social life.** People in Blue Zones areas not only have supportive families and communities, they actively participate in them. For some, faith may be the cornerstone of their social life, which Dr. Honaker says can provide both comfort and camaraderie through a shared beliefs system. "As with



purpose, study after study suggests that having a faith may increase longevity," Dr. Days says of this connection, adding that faith often involves frequent social gatherings. Another study published in 2016 emphasizes the importance of even casual social relationships when it comes to longevity.

## **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](mailto:BrianJud@Bookmarketing.com) and he will answer it here)

### **“What books sell well in airport stores?” Daryl Haynes**

When selling to any retailer, ask yourself, “Who is the customer of my customer?” In this case, who are the people most likely to visit an airport store? Business travelers? “Harder thinking” titles sell well among business travelers who spend a good amount of time in airports. Titles on management, investment, economics, business biography, personal finance and health also work well in the airport setting. How about families on vacation? Titles for children tend to do well in these outlets, especially children’s “activity books.” Popular fiction always sells in this environment, particularly among female travelers and people in the younger set who purchase “Chic-Lit.”

Surprisingly, history and science books are among the perennial best-selling titles. But a title does not have to be a bestseller to find its way into the stores in large airports. These shops will carry books by local and regional authors, as well as books pertaining to its specific locale. For example, books on major sports teams do well in their localities.

Books about destination points generally sell well. Hudson stores stock books in their stores near gates that regularly serve flights to certain destinations. Similarly, books about Hawaii sell best at the Los Angeles airport. Airport stores in the Northwest would stock more books about China and Japan than they would about France. Experience has proven that most people would rather not carry such books with them and they usually purchase them at the destination airport. For this reason, travel guides sell well at hubs and major airports such as LaGuardia, JFK, Chicago, Dallas, San Francisco and Los Angeles. Buyers for airport stores consider the local population base when considering their purchases. For example, Spanish titles do well in stores in Dallas and Miami.

## **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))

When planning for 2020, do not simply extrapolate 2019’s results. Plans based on experience make the assumption that the future will resemble the past.

## **Spotlight on a Course in Book Selling University**



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*The Paint-By-Numbers System to Write the Book of Your Dreams—Fast!*  
By Dan Janal



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### You're On The Air

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

The minute you get in the television or radio studio you are on, you are being sized up. You don't know if the guest before you didn't show up and they're thinking of giving you the entire show. They're checking you out all the time

### The Very Idea

(Editorial by Brian Jud)

Sometimes you get to the point at which you just do not know what to do. It seems that everything you try just does not work. Do not give up. Go back to the basics. Think about what got you to this point, and what you can do differently next time to avoid this situation. Evaluate your actions. Think what, not how. Consider what else you can do now to change your book, its price, distribution and/or promotion. Look for new markets, new forms (ebooks, booklets), users and uses for your content.

To paraphrase one philosopher, don't follow where the path may lead. Find a new way and leave a path for others to follow.



### 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>)

#### “Wisdom of the Ages: Growing Your Character’s Knowledge Over Time”

We’ve talked about the importance of the voice of the character matching her age, but we also need to make sure the character’s wisdom matches it, too, and that it grows as the character does. This can be especially tricky in middle grade and young adult fiction.

We've talked about the importance of a character's voice matching her age, but we also need to make sure the character's wisdom matches it, too, an especially tricky feat for characters who are young in age and/or maturity.

Whether you're writing for adults or younger readers, your story may include a younger character who matures over the course of your piece. While maturity can result from the passing of time, the gaining of experience or both, we need to make sure that what the character realizes about his or her life — and how he or she expresses that knowledge - matches the individual's stage of life.

One reason it can difficult to tell that we've run ahead of the character's maturity level in writing her thoughts and dialogue is that wisdom reads well, regardless of age. So when we read a particularly wise bit of insight that's also been written well, we tend to feel that we've accomplished our goal. In one sense, this may be true, because the character has made progress and because our prose has also. However, we have to make sure that we haven't given the character either more insight than he or she should have at that age, and that we haven't framed the insight in way that goes beyond the character's intended age.

Some characters, though young, are wise beyond their years. What we want, however, is to make sure we develop the character at a believable rate. If you're wondering whether you have given one of your characters, especially one that is younger, more insight than is believable within the context of her life and your story, ask yourself these questions:

- Has enough happened in this person's life for her to realistically have this piece of wisdom?
- Does the prose accurately reflect the character's personality and stage of life?

There's nothing wrong with having a smart character. We just need to make sure the person's wisdom, and how she expresses it, match where the character is in her life.

Happy writing! Submit your writing query to [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net). Adele Annesi is an award-winning author, editor and teacher, and co-founder of the Ridgefield Writers Conference <http://ridgefieldwritersconference.blogspot.com>.

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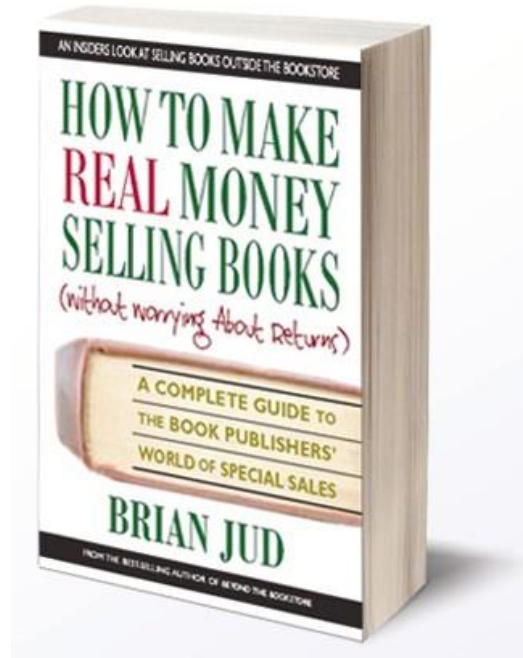
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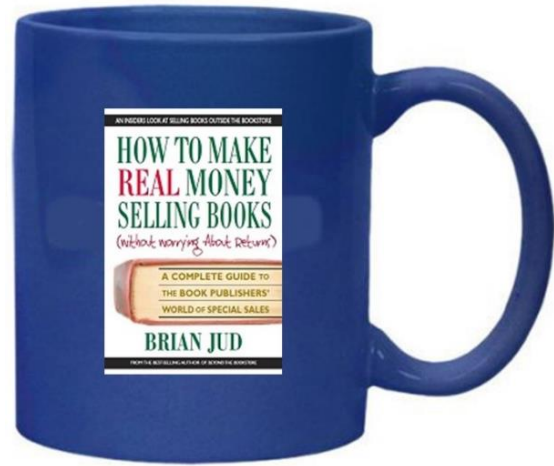


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- Boost sales
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### Contact Information for Brian Jud

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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](http://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](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)