

Here is your December 23 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 26 Number 447 December 23, 2019

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 the salespeople
for the week ending 12/20/19

<u>Title</u>	<u>Quantity</u>
<i>Too Busy to Budget</i>	1700
<i>Moppin Floors to CEO</i>	350

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



Association of Publishers
for Special Sales

Subject: Display your books at the London Book Fair and ALA Midwinter Conference – Prices go up Jan 1

Have you ever wanted to display your books before thousands of librarians, but didn't want to spend thousands of dollars to do it?

The same goes for The London Book Fair New Title Showcase -- 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.

APSS has an agreement with The Combined Book Exhibit® (CBE) to display APSS members' books at both shows.

- 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.

Display your book(s) at both 2020 shows at the 2019 rate (prices go up Jan 1)

American Library Association Midwinter -**Deadline is January 08, 2020** to display your books with the APSS discount

- Print Book Display (per title, per show) - \$140
- Ebook Display (per title, per show) - \$140
- Print/Ebook Combo (per title, per show) - \$175

Subject: Display your book at the London Book Fair New Title Showcase -- save with the APSS discount. **The deadline for London Book Fair New Title Showcase is January 31, 2020.**

- Print Book Display (per title, per show) - \$225
- Ebook Display (per title, per show) - \$225
- Print/Ebook Combo (per title, per show) - \$275

These prices go up on Jan 1. Register now for both exhibits (and many other shows) at <http://tinyurl.com/y7bpzgd> 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)



Independent publishers may have an edge over larger publishers in the sense that a company may not want a bestseller as a premium. If *everybody* already has it, it would be less desirable as a sales promotional tool. A less known, but equally applicable title, may be preferred. For similar reasons, your prospect may want an exclusive on your title. It will not want to waste its promotion dollars if someone else is offering the same title in a promotion.

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>)

A company could offer one of your books as a free gift to prospects that will listen to their sales presentation. For instance, insurance salespeople could give away a tax guide to everyone who listens to their pitches.

The Advantages of Advertising in Print Media
 By Brian Jud



One of the basic axioms of book marketing is that it takes multiple impressions on target buyers to induce them to make a purchase. The more varied these touchpoints the greater the impression and motivation to favorable action.

Successful book publishers market their books using an assorted mix of promotional media. The four parts to an assorted communication mix are publicity, advertising, sales promotion and personal selling. The weight of any one element depends upon the content, nature of your product lines, the author's involvement in marketing, and the target buyers. As a general statement, publishers focus on publicity and avoid advertising -- print advertising in particular. They feel that if they do any advertising it will be in digital format thinking print communication "is a thing of

the past."

In this case – as in most – either/or thinking is erroneous. A strategic combination of print and digital communication can maximize the impact of your message because print offers benefits that digital doesn't, and that digital combined with print advertising is more powerful than digital alone. A strategic use of print media can most effectively and efficiently increase your sales, revenue and profits.

Technology has made it easier and cheaper than ever for small book publishers to reach their prospective buyers through advertising. Websites, social media sites and email campaigns offer immediacy and interactivity. But traditional print advertising retains many of the advantages that made it the lifeblood of marketing communications for decades. For book publishers seeking credibility, repetition and a closer connection with their target buyers, the benefits of print ads may outweigh even the most-used digital media. Here are some benefits of print advertising to consider as you plot your promotional strategies.

Targeted Marketing

Magazines, targeted newspapers, association newsletters all have content that is read by an audience of people who are interested in that topic. Your advertisement in that medium can reach people who want to learn more about your subject. And they are more likely to purchase your book.

With print advertising you can target readers based on their common interests, profession, region, or a variety of other factors. Your content about fishing could be advertised in a magazine read by fly fishers in the south, and communicated differently in the same magazine to ice fishers in the north. A message about your content about how to find a job would be told differently in a college newspaper than it would in the newspaper *Boomers* read by 50+ people looking for a second career.

Cost effectiveness

Targeted print advertising can make your promotional budget more efficient and effective as you match your message with the interests of a niche print medium's subscribers (nutrition, for example, versus nutrition for long-distance runners). Instead of a strategy of "spray and pray" in which you try to reach the largest number of people, use targeted print advertising to reach an interested audience less expensively.

Also, the demand for print advertising has been declining and publications are willing to work with you to get and keep your business. You may be able to negotiate a lower price than quoted in their media kits especially when they are close to their deadline. They may accept a lower price so they can fill any open (remnant) advertising space.

Engagement

People surfing the Internet actually spend less than 15 seconds scanning a website. But the person who subscribed to a magazine or newspaper made a conscious decision to read it. And they are more focused on your message because when the readers are scanning the pages they are not doing something else.

Your ad's headline designed to communicate a potential benefit to a specific audience can get and hold the readers' attention. They are more likely to continue reading through the bulk of your message and take action such as buying your book.

High Ad Recall

People who are engaged are more likely to remember an eye-catching message. Magazine ads have the second highest receptivity of any media.

Loyal Readership

When people subscribe to a magazine, newspaper or newsletter they have a longstanding, loyal relationship. This devoted readership views your message with a more positive frame of mind. This also helps reinforce your message, especially with repetition.

Pass-along Exposure

When people are finished reading a magazine they may give it to someone else to read. Or they may donate it to their local coffee shop, beauty salon, barbershop or other place where people read while waiting for service. Your ad goes with it for additional exposure.

Longevity

Unlike Internet ads, your print ad will be around long after the online ads have disappeared. Magazines and other print publications may be on display in the waiting rooms of doctors' offices and other venues for months. Other digital media, such as email campaigns, may get lost in your prospects' inbox and deleted before they even read it.

Credibility

You can buy a regional or local ad in national print media. When your prospects see your book featured in a national publication, they view it with more respect than if it was only featured online.

Trust

When people have a copy of something in print there is no denying what was said. They have time to read and understand the "small print" and all information is there for the record.

Non-Intrusiveness

In 2015, online marketers "were confronted with anti-advertising sentiment that seemed to skyrocket... In October, 2015 13.2 million people in the U.S. used ad-blocking software tool AdBlock Plus, up about 23% from the same period in 2014. The assault on the \$183 billion U.S. ad business has forced marketers, media companies and publishers to find new ways to make sure ads are seen." (*The Wall Street Journal*, Dec 28, 2015, Page B1) With print media, your prospects view your ads on their terms and as part of their chosen reading material.

Position Flexibility

Most print media offer a choice as to where to place your ad in a publication. You may choose the location that offers the highest visibility, such as the back cover of a magazine, opposite its table of contents, near a related article or above the fold in the newspaper. Print media also offer fractional sizes (1/2, 1/3, 1/4 or 1/8–page), regional editions and other special-placement options.

Print Persuades Purchase Influencers

Before some people commit to a purchase, they may want the approval, or at least the opinion, of others. Your prospects can show these influencers your print ad communicating all the benefits to reinforce the purchase decision.

Print Drives Online Search

Many buyers start their online search after viewing a print advertisement.

High Retention Rates

When people read offline, they tend to have longer attention spans. Print ads can be viewed in a single glance and do not require scrolling. Readers tend to remember more of what they read (and see) in print.

Visibility

Because print advertising has been declining, there are less ads vying for a reader's attention. This means your ad will have more impact since it may not have to compete with many other ads.

Safety

The proliferation of viruses and spam online makes many people wary of clicking on a banner ad, no matter how enticing it may sound.

While many of today's advertisers are moving to the web to reach their target markets, print advertising still holds many benefits, can play an important role in marketing strategy, and should not be overlooked. A powerful, persuasive, multi-media marketing-communication campaign should use assorted forms of media to draw on the strengths of each.

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), and the administrator of Book Selling University (www.booksellinguniversity.com) Contact Brian at brianjud@bookmarketing.com or www.premiumbookcompany.com

Marketing Strategy

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

Writing a book does not create change in the reader. Selling a book does not create change – it delivers the message, waiting for action. The desire and action to change has to come from within the reader – your content is the catalyst. Rarely will reading your book be a consistent change motivator. To have real impact, provide multiple, follow-up products such as a blog, podcasts, consulting, seminars, etc. to maximize the impact of your message and provide consistent motivation.

Tip from Marika Flatt, PR by the Book, LLC www.prbythebook.com

Monthly magazines have a three-six-month lead time (depending on whether they are national or local) and they oftentimes like to review a book the month it's hitting the market. Therefore, if your publisher (or you) has not sent out information to magazines ahead of time, you will possibly miss the opportunity for book reviews. However, there are other opportunities for print coverage after publication, such as: being featured in a larger story as an expert, an excerpt from the book or submitting an article in exchange for a byline. It is important to keep this lead time in mind as the publicity campaign begins. A client often sees the magazine clips rolling in *after* the publicity campaign is already over, due to the long lead time.

Marketing Planning

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

Book publishers fail because they focus on the wrong thing. They try to sell their books instead of the content and solving users' problems. Consider the failed Sony reader. All the creativity that went into its development was undone by a lack of original execution. Sony neglected to enlist the book publishing industry as an ally, a mistake Amazon did not make when it launched the technically inferior but hugely successful Kindle, 14 months later. To make your stellar innovation thrive, approach unconventional partners (promotional-products salespeople), identify underutilized channels (distribution to non-bookstore retailers), and invent new business models (selling direct to business buyers). Put as such creative energy into introducing and delivering offerings as you did into generating them. Sony engineered an elegant device, but Amazon designed an original solution.

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 BSU-117: The 5Ps of Publishing Success by Brooke Warner. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times



Go Market Your Book Like Game of Thrones

Don't ask me why it took me eight years to finally watch Game of Thrones. Less than two months ago I clicked on the first episode and committed to bingeing on it. I knocked out eight glorious seasons in six weeks and loved every minute of this fantasy drama. It covered family, faith, politics, justice, ethics, violence, and sex. Oh, and dragons, soldiers rising from the dead, and divine intervention.

It was the kind of show where you rooted for everyone to be more of what they were. You wanted to see evil go all out and you wanted truth to win out. But the clash was fun to watch safely from the couch.

Ok, I'm not here to sell you on one of TV's best shows of the last decade, but to apply some of the themes, principles, and styles of leadership displayed in a show that routinely featured battles for power, of the heart, of the mind, and those waged on a battlefield.

Do authors need to be ruthless, amoral, and violent to succeed? I hope not, but one needs to be smart. Here are 7 lessons learned from Game of Thrones:

1. You need allies. Everyone needs supporters and a team to advise, nurture, and help. Don't go it alone as an author. Enlist help. Who will be your trusted advisor or hired army?
2. Plan ahead. Strategy is not an afterthought. You must have a marketing plan in place, and you will have to think ahead and plan for all contingencies. You are the general of your war to get readers, media attention, and greater branding.
3. Believe in your cause. Game of Thrones is filled with people on a sense of purpose and mission, willing to sacrifice everything to achieve their goals. You, too, must make your book a priority and to let your passion lead you.
4. Learn from history and your competitors. Just as generals and leaders benefited from avoiding the very mistakes that history or their opponents teach them, you too could learn from other authors and past book campaigns. Model what works; and avoid the pitfalls of others.
5. Live by a code. Laws. Religion. Community practices. Generational traditions. These are what shape and drive many in Game of Thrones. You can live by a code or values system as it relates to what you'll do to make your book a success. What will you do, say, sacrifice, seek, buy or think about in order to succeed?
6. Assert yourself. Rise up! Don't accept things as they are. Don't accept rejection, criticism, or run from bigger challenges. Rise up against the odds and powers that be. You are the underdog but you can succeed. Have faith that good things come to those who pursue them – and who deserve them.
7. Look to help others. Though many had selfish motives in Game of Thrones, plenty were driven by the notion of serving others, helping people, and committing to the greater good or a cause greater than themselves. You can't go wrong when you seek to help others. If the message of your book will improve even the life of one person, fight hard to be heard.

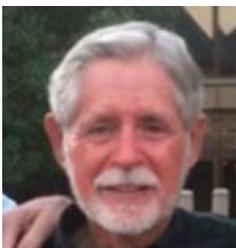
APSS Bi-Weekly Top Ten List

We all experience loss at some point. It could be not getting that big order, a bad review, being ignored by media producers, being rejected by a publisher, or not getting into Costco when you had the “perfect” book for them. Whether or not you succeed in the future depends on how you deal with your loss when it happens. Here are **Ten Ways to Reframe Your Loss as an Opportunity**.

1. **Figure out why you lost.** Be objective in your analysis. Did you have some culpability in the result? Could you have prepared better? Practiced more? Was it the right target for you? Was it the right timing, implementation of your plan or inadequate content?
2. **Ask others for candid feedback.** Do not seek advice from sympathetic friends or family members who will immediately take your side regardless of fault. Ask people who will be honest with you and thank them for their candor.
3. **Learn from the feedback.** If your content is repeatedly rejected for the same reasons, maybe you need to rewrite your material (manuscript, press release or presentation).
4. **Do not find blame – find answers.** There are usually three sides to every story: 1) your side, 2) their side, and 3) the actual situation which is usually somewhere between the two positions.
5. **Identify a new path.** Conduct focused exploration of all available options. If sales are down because you are selling only through bookstores, find other sources of revenue. This could be through non-bookstore retailers or non-retail buyers in corporations, associations or schools.
6. **Hire a coach.** Find an expert on your topic to give you advice on what you can do differently. Get professional and objective guidance from a publicist, media trainer, marketing consultant or agent.
7. **Recognize your weaknesses.** If you do not have the time, skills or desire to sell your book in large quantities to corporate buyers, hire a sales representative or sales agent to do it for you. The percentage you pay them is much less than your loss for not selling at all.
8. **Analyze your objectives.** If you are writing your book to gain fame and fortune, you should rethink your goals. As Randall Munroe said, "You don't become great by trying to be great. You become great by wanting to do something and then doing it so hard that you become great in the process."
9. **Be patient.** Your loss may simply be a matter of timing. Events do not always happen on our schedules, but on theirs. An ancient quotation reminds us, “When the student is ready the teacher appears.”
10. **Do something.** Do not give up. Evaluate all the possible causes and do what you can to improve your circumstances. Then try it again.

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)



6 morning routines that are hard to adopt but will pay off for life by Áine Cain

An interesting article from *Business Insider Magazine*. Below are a few excerpts. For full article, go: <http://www.businessinsider.com/what-successful-people-do-before-breakfast-2016-8/#make-a-plan-the-night-before-1>

The early birds will inherit the earth. At least that's what a 2009 University of Leipzig study found. The researchers concluded that "morning people were more proactive than evening types." But being an effective early riser isn't just about waking up before everyone else. It's about putting yourself in a positive mindset and getting important things done before everyone else.

So, there's no point in setting your alarm clock at a crazy-early time if you're just going to zone out in front of the television for a bit before slouching off to work. To start your day right, you've got to get into some good habits. Following are six morning rituals that may seem hard to adopt but will ultimately reap major rewards, if you stick with them.

1. Make a plan the night before
2. Wake up painfully early
3. Start the day right with exercise. "These are incredibly busy people," says Vanderkam. "If they make time to exercise, it must be important."
4. Tackle your high-priority projects
5. Work on your side hustle
6. Enjoy the silence

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)

“You always talk about defining your target reader. Can you give me an example?” Jim Carpenter

When asked who their target reader is, many authors reply, “I do not know,” or “everybody who likes (their topic).” Either answer will reduce your sales and profits. If your book is for everybody, how much would it cost you to reach them frequently enough to make an impact -- if you could find a way to do so?

Consider Gloria Boileau’s title, *Stop the Fear! Finding Peace in a Chaotic World*, a book about ways to resolve fear (<http://www.gloriaboileau.com>). Her premise is that everyone is afraid of something, at some level. But how can you tell “everyone” the ways in which your book will help them? One way is to divide your target readers in categories. Using these techniques, Gloria might address the people who are afraid of flying, dying, being in a relationship or other types of fears.

Remember that you are marketing to *people*, not to segments. So who is the typical person in each segment who will actually purchase your book? If you can describe those individuals and the problems that consume them, you can communicate the ways in which the content of your book can help them.

Continuing with the title *Stop The Fear!*, what if “soccer moms” were singled out as a target segment? These mothers might be fearful for the safety, health and future of their children. In this case, Gloria would define the typical “mom” who will benefit by reading her book, in terms of age, education, life style and geography. She would seek answers to the following questions, defining the “typical mom” and creating a composite of the person to whom she will market.

What is her average level of education?

About how old is she?

How much money does she make?

To what ethnic or religious groups does she belong?

In what leisure activities does she participate or watch?

What magazines and newspapers does she read?

In what current events or issues is she most interested?

Is there a particular life event she is facing (e.g., divorce, career balance, childbirth)?
What makes her happy? Unhappy?
What are her problems or ponderous issues?
What organizations or associations does she join?
To what radio and television shows does she listen/watch?
Are there geographic concentrations of prospects?
How can you reach her?

If you would like to have your book-marketing question answered, send it to BrianJud@bookmarketing.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



The Writing Secret Every High School English Teacher Knows

Did you know there is a secret formula to writing a business book? Once you know the formula, you will be able to write a book fast.
It's a secret every fast-writing author knows. It's also a secret your high school English teacher probably taught you. It's called writing an outline.

I guarantee you will write your book faster if you start by creating a highly detailed outline showing each chapter, each point, each story, and each action you want readers to take, think, and feel.
An outline is the skeleton of your book. Once you put all the bones in place, you have a solid framework for adding your ideas, thoughts, stories, anecdotes, facts, and figures. Like a skeleton, every bone of your book fits into a certain location. When it's in the right spot, you'll know. If something is missing or out of place, you'll know.

If you had a rotten English teacher who made outlines seem boring, I want to reframe your negative thoughts. You might think of your book outline as:

- A map of your next big adventure
- A giant to-do list of things you want to write about
- A business plan, where you own the business and keep all the profits

An outline is not a full description of your book. You don't have to explain anything in great detail. That comes later. Of course, if you are inspired, you can write as much as you like and create a detailed outline, but the point here is to list your ideas and put them in order.

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)

Speak English and not jargon; one of the problems many people have is they're so into the details of the subject at hand they expect everybody to know the shorthand. If you're in the business you know what they are, but most of us don't.

The Very Idea

(Editorial by Brian Jud)

Planning is like laying track for a railroad -- it establishes a solid foundation, provides a path to your destination and controls deviation. And it helps you move forward when uncontrollable events occur. But just as the track does not propel you forward, neither does your plan. Your passion and productive action provide the fuel for the engine taking you on your journey to success. Create your plan for 2020 during this relatively slow period so you can start the new year full steam ahead.



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 End From the Beginning”

“We have a tradition from my mother’s Central Italian side of the family. Whatever happens in the first twelve days of the New Year is what will happen in each ensuing month”. I was quick to point out the fallacy in this superstition, because whatever happens the first day of January would need to apply to the remaining month. Yet, the concept of an event’s end being present in the beginning got me to thinking. The end of a story is often derived by or foreshadowed by its beginning.

Since I am writing this at the end of 2017—and this has been one long year—my mind takes the path of least literary resistance to the first Harry Potter book. Early in the saga we read of Ginny Weasley’s crush on Harry. Six books later is the end of that matter is confirmed, yet hints of its culmination began in the first book.

As writers, we often write entire stories, even full-length novels, creating a trail we ask readers to follow. We ask them to believe our characters’ past, present and future through backstory, scene and foreshadow as our plots unfold. We want readers to believe our story and to forget us as writers, they immerse themselves in a world of creation. We even offer hope in a desired outcome that initially seems impossible.

We do, in a sense, what the prophet Isaiah said that God does. We create a purpose for our stories and a plan to achieve that purpose. We then invite readers to place their confidence in our ability to lead them. It’s not just our foreknowledge of our stories’ events that we want people to trust. As William Zinsser said, we often write to learn and to discover our stories and the people within them. Yet, we aim to exert mastery over our creation. We want readers to rely on us as we speak, and then to forget it is us who are speaking!

Is this apparent reach for the divine arrogance? It is, if we are aiming for omniscience, omnipresence or omnipotence. But for the writer who aims merely to create a plan and be true to it, to have a purpose and carry it out, to offer the best words in their most suitable form, it’s a creative act, and in this it is dignity.

Blessings and peace to you and yours throughout the New Year. Happy writing!

Submit your writing query to 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>.

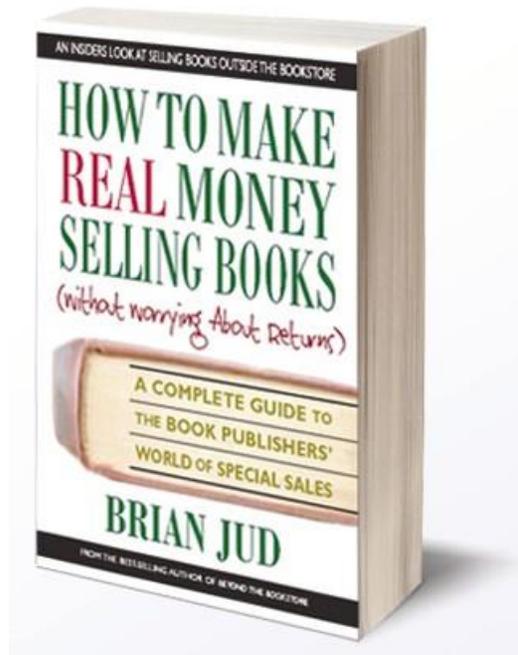
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Do you have a quick question or two about how to get started in special sales?

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- Become more profitable
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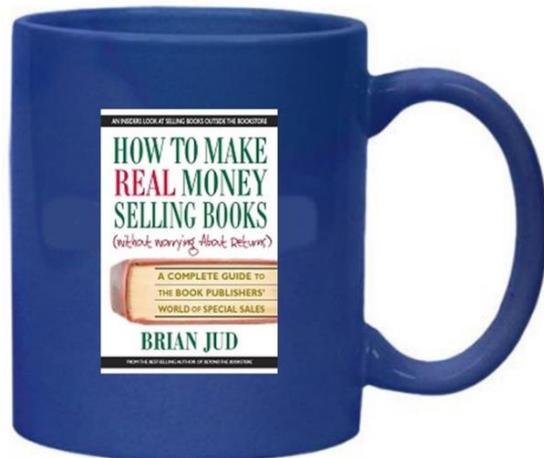


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Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at www.bookapss.org/PromoItems.pdf Find out how you can use promotional items to:

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

Contact Guy Achtzehn at The Promotional Bookstore, guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items



Check out the [Writers and Publishers Bookstore](http://www.writersandpublishersbookstore.com) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
I won't share or sell your email address.

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

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

He also offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. www.premiumbookcompany.com

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at www.bookcentralstation.com. Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing.

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