

Here is your February 11, 2019 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Brian Jud, John Kremer, Guy Achtzehn, and many others.

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All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

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Book Marketing Matters

Brian Jud's free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably

Volume 18, Issue 3 Number 426 February 11, 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 2/8/19**

<u>Title</u>	<u>Quantity</u>
Freelancing in Naples	1900
Save The Males: Kitchen Survival Ckbk	450
Chicken Legs	2750
Life Savors	3000
A Dog to Remember	1980

Information from APSS



Association of Publishers
for Special Sales

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

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

- Attendees can order your books on the spot.
- All books are displayed face out, visible to all attendees
- You can also provide your own order forms/ promotional materials
- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

The deadline is TODAY, February 11, 2019. Register for The London Book Fair (and many other shows) at <http://tinyurl.com/y7bpzgd> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

APSS Bi-Weekly Top Ten List

Changing your company's business model may be the singular most important thing you can do to significantly increase your profits. Amazon.com demonstrated that when they expanded their sales to products other than books. Here are the Top Ten Components of a Business Model:

1. Business Plan (mission, vision, financial, marketing, personnel plans)
2. Key partners (value chain)
3. Key activities
4. Key resources
5. Value proposition
6. Customer relationships (how to get, keep and grow customers)
7. Target segments (for whom are we creating value)
8. Distribution channels (how to reach segments)
9. Cost structure (most/least expensive resources and activities)
10. Revenue streams (what are your pricing strategies per segment)

One For the Books -- Why Companies Should Use Book as Promotional Products By Brian Jud



For many years, corporate buyers have been purchasing coffee mugs, cameras, apparel, watches and other items to use as promotional items. These are tools used to increase sales, encourage buyers to remain loyal to a product or to change their loyalty from competitors. Until recently, there has been little awareness about using books to accomplish these goals. Therefore, you may have to first convince the buyers of the viability of using book as a promotional tool.

There are many reasons why a book makes a versatile and profitable promotional product. Primarily, there millions of existing titles on an endless variety of topics, and if the appropriate title does not exist it can be created and customized. Below is a list of additional reasons why books are superior to many other promotional items.

Easy to redeem. A book can be delivered in a variety of formats, so the cost of the promotion can be reduced while providing consumers with the same content. For example, an ebook can be delivered quickly, reducing the consumer's acquisition cost and the company's shipping costs.

Tasteful. Books are appropriate because they are classy. Their high-perceived value does not demean the sender or recipient. In a way, a book defines the taste of the giver. People like a premium that flatters their intelligence, and books do that.

Flexible. Books have varied usage in that they can be used to reward, motivate, educate or entertain employees, salespeople, customers and dealers. And a title may be coordinated with a season or holiday. For example, Nestles, Betty Crocker or Pillsbury might seek a cookbook as a premium offering recipes for Christmas cookies.

Customizable. Books can be customized to quickly identify the provider by adding the corporate logo to the cover. A company could also replace the cover with one of leather to increase the impression of class. Or, you might ask the company's president to write the foreword. Some companies may want to include a page of advertising or links to its related products and services. The content may also be tailored to fit a special occasion or season, to recognize service anniversaries or celebrate a company landmark or anniversary.

Portable. A book – with the sponsor's logo, ad or message plainly visible – can be taken everywhere. This could be on planes, trains, buses, to the beach or anywhere people congregate.

Promote additional purchases. A book can create incremental demand, spurring purchases that might not otherwise be made. This is a common effect of multi-tiered promotional programs (silver, gold, platinum) where each higher tier requires more purchases.

Create a sense of momentum. Even when status levels are not part of a program, a valued reward can lead consumers to increase the velocity of their purchases. The further along members are in a promotional program, the more motivated they become. Companies can encourage this by including the “first book free, giving a little *push* to get the program moving.

Personalized recognition. Another advantage of a book as a promotional product is that the seller can target promotions to individual customers or employees. This can be important in today's workforce where three generations of employees could be working for the same firm. One item may not be effective motivating or rewarding a baby boomer as well as those in generation X and in generation Y.

Author involvement. Take advantage of the combination of facts that people like to meet the author, and authors enjoy conducting book-signing events. For added impact, arrange an author appearance on the company's premises or at a trade show.

Test marketing. If the company is in a quandary as to which book to use as the focal product, it can test various covers and content to find out which is most likely to achieve the objective of the promotion.

Effective. With media fragmentation, consumers are less loyal to mass media. With the saturation of ad messages, books as promotional products can be effective for communicating with people when they are more receptive.

High touch. A book provides a tangible medium for repeatedly communicating an ad message. Books can be targeted for an entire family – or to individuals at any age in the family.

Durable. Books are not easily damaged, which makes it more likely to be given to others to read (the “pass-along” factor), further extending the reach of the message.

Longevity. Because of their durability, books - as well as your prospects' ad messages -- are permanent. The message is long lasting – unlike food or flowers. There is no loss of quality over the years (apparel fades, glass breaks, carry-on bags can rip) and books could appreciate over time and become a collector's item

Consumer engagement. Readers get involved with their book for the entire time it takes them to read it. Being user friendly is important for relationship building.

ROI. A successful direct-marketing campaign may achieve a 3-5% response rate. But if the company gives out 1000 books it gets at least 1000 known impressions. With pass-along readership the reach of the message is multiplied. Books are cost effective, offering better reach with a lower cost per impression.

Creative. Given the wide variety of titles available, you can easily customize a campaign for your prospects using a book as the centerpiece. A book can be created with a specific message or target in mind.

Strategic. Books can create and solidify your prospect's brand image and create customer interaction, further extending the impact of your potential buyer's positioning statement.

Reinforcing. If a book is used as a premium it can be easily integrated with traditional media. This creates synergy and multiple impressions.

Books provide a versatile, profitable and effective promotional item you can use to help corporate buyers reach their objectives. Once you convince them of the viability of books in general as promotional tools, then you must persuade them that yours is *the one* to choose.

Brian Jud is the Executive Director of the Association of Publishers for Special Sales (APSS – www.bookapss.org), and the administrator of Book Selling University (www.booksellinguniversity.com) Contact Brian at brianjud@bookmarketing.com or www.premiumbookcompany.com

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



Define Your Category. One great feature of the Fool-Proof Positioning Statement is that you tell people the exact category into which your book fits, so they can immediately see if they want to read it.

People have a basic need to put things into categories. If you don't tell them what category your book belongs in, they will try to find a category on their own, so they can make sense of it. And let me tell you, people are horrible mind readers! They will not think of what you expect them to think. In fact, you must tell them your book is a book.

For example, if I said, —*Write Your Book in a Flash* will help thought leaders become more influential, people would have no idea if this was a book, a seminar, a DVD, a coaching program, or a new pop single. Instead, when I tell them that *Write Your Book in a Flash* is a book that will help thought leaders become more influential, they know I am talking about a book, not a seminar, or a course, or a lecture. Your category could be business, careers, stress management, negotiating, fitness, leadership, or customer service.

For example, you could say:

- *Write Your Nonprofit's Strategic Plan Now* is a guide and workbook that helps nonprofit boards create their strategic plan with an easy-to-follow, step-by-step process.

- *I've Been Thinking About* is a business innovation book that helps small business owners find creative solutions.

- *The Connection Challenge* is a leadership book that helps executives create an engaged workforce.

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.WriteYourBookInAFIash.com and contact Dan at dan@prleads.com or go to <http://geni.us/writeyourbook>

I Got Your Number! Using Numbers In a Book Title

Scott Lorenz

(Book publicist Scott Lorenz is President of Westwind Communications,
<http://www.book-marketing-expert.com>, scottlorenz@westwindcos.com, 734-667-2090. Twitter
@aBookPublicist)

Book titles are extremely important. As an author, creating a memorable title should be a high priority. Numbers in book titles work with items that already quantify. For example a book titled 'Get 6-Pack Abs in 6 Minutes a Day' makes sense. I like using numbers in a book title when it's relevant and useful in describing what the book is about. A recent example that really works is 'The 4 Hour Work Week' by Tim Ferriss and his '4 Hour Body'. That number stops you in your tracks because it is shocking. How can you work just 4 hours a week? How can you have a good body in just 4 hours? Ferriss has capitalized on his branding of '4-Hour' and just published 'The 4 Hour Chef.' He owns that number now. He's branded his name with '4-Hour' and will be able to incorporate it in his future work.

A number is a quickly comprehended visual because it's a symbol and is represented by a minimal amount of characters. For example 'One Thousand' spelled out is represented by 12 characters, but only four characters if used as a number; 1000. This can save space on your cover and in this digital world sometimes a savings of a few characters can make a difference whether your complete book title is displayed by Google or even on Amazon. Furthermore, there's a magic number of 65 characters for some search engines before it gets truncated or cut off. Another often overlooked benefit is that a number rises to the top of a list when alphabetized right along with symbols like '@' or '\$' for example.

Here's a list of a few well-known books that have used a number in the title:

1. Catch-22
2. The 4-Hour Work Week
3. Europe on \$5 a Day
4. The 7 Habits of Highly Effective People
5. Fahrenheit 451
6. 1984
7. 1, 2, Buckle My Shoe
8. Around the World in 80 Days
9. 1001 Arabian Nights
10. 13 Reasons Why
11. Size 12 is Not Fat
12. The 6th Target
13. The 5 Love Languages: The Secret to Love That Lasts
14. 10,001 Ways to Live on a Small Budget
15. The \$100 Startup
16. The 48 Laws of Power
17. Steal Like an Artist: 10 Things Nobody Told You About Being Creative
18. The 4 Disciplines of Execution: Achieving Your Wildly Important Goals
19. Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School
20. 30 Things Every Woman Should Have and Should Know by the Time She's 30
21. 17 Cents and a Dream (a new book from one of my clients)
22. Job Search 101, by Brian Jud ☺

The Bottom Line: Coming up with the right name for your book is beyond important -- it's *critical*. Creating a memorable title is really the point. Using numbers in your title might help make it even more memorable.

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)

The Power of Accumulative Advantage. The Amazon rainforest is one of the most diverse ecosystems on Earth. Scientists have cataloged approximately 16,000 different tree species in the Amazon. But despite this remarkable level of diversity, researchers have discovered that there are approximately 227 "hyperdominant" tree species that make up nearly half of the rainforest. Just 1.4 percent of tree species account for 50 percent of the trees in the Amazon.

But why? Imagine two plants growing side by side. Each day they will compete for sunlight and soil. If one plant can grow just a little bit faster than the other, then it can stretch taller, catch more sunlight, and soak up more rain. The next day, this additional energy allows the plant to grow even more. This pattern continues until the stronger plant crowds the other out and takes the lion's share of sunlight, soil, and nutrients.

From this advantageous position, the winning plant has a better ability to spread seeds and reproduce, which gives the species an even bigger footprint in the next generation. This process gets repeated again and again until the plants that are slightly better than the competition dominate the entire forest.

Scientists refer to this effect as "accumulative advantage." What begins as a small advantage gets bigger over time. One plant only needs a slight edge in the beginning to crowd out the competition and take over the entire forest.

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)

“Why is it important to organize my target buyers into groups?” Freddie Lake

No book is meant for everybody. People buy for different and personal reasons, and you will be more successful selling to them if you customize your content and marketing activities to meet their needs. This is easier if you organize people in groups according to their reasons for buying. This process is called *market segmentation*, and it is relatively easy to accomplish.

For example, you may be selling cookbooks. Where might you find people who are interested in cooking? It could be in supermarkets, bookstores, discount stores, libraries, specialty stores (i.e., Williams Sonoma), appliance stores, Vermont Country Store, restaurants, chef supply stores, health-food stores, QVC or even the International Association of Culinary Professionals (<http://www.iacp.com/>). If so, then that is where you need to be selling your cookbooks.

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-102 The Selling Power of Book Design, Tami Dever. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

Marketing Strategy

(Editorial by Brian Jud)

To not fight a bull when you are afraid is not courageous. To fight a bull when you are not afraid is not courageous. But to fight a bull when you are afraid, that is courageous. What gives you the courage to act on your ideas? Having a well-thought plan? Encouragement? Faith in the idea? Past successes? Knowing who your prospective buyers are? What puts a lion in your heart? "Bravery is being the only one who knows you're afraid." Col David Hackworth

Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

(President of The Promotional Bookstore, offering commission-based sales of books non-bookstore buyers, guy@msgpromo.com)



When selling to catalogs, do not expect a large order immediately since most catalog buyers will do a smaller-scale test first. The term *smaller-scale* is relative because a test may require 500 or more copies of your book. The time period in which this occurs varies with the frequency of the catalog's publication (some publish monthly, others quarterly) and the applicability of your product to the buying period and complementary products.

Catalog buyers may fear that a small publisher cannot stock to their demand. And they may require you to hold inventory sufficient to meet their expected sales. You may also have to guarantee your price for the period of your contract. Offer them proof that you will do so, or that you can reprint and deliver within a suitable time. If you cannot meet their requirements you may have to reconsider using catalogs as a selling tool.

Marketing Planning

Editorial by Brian Jud



"I saw you speak at the CIPA meeting a few months ago and you got my wheels turning. I decided to talk to some large companies about my book being used as a promo and it worked! It took a little persistence and tenacity, but with your words in my head, I landed a deal. American Furniture Warehouse purchased 5000 of my books, "Colorado Creatures," to give to children who come to the store around Easter!" Michelle Rodenberg (with permission)

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>)

The library market is not a homogeneous whole. There are more than 150,000 libraries in the U.S., including 9000 public library systems, 3275 college libraries, 100,000 el-hi libraries, 1000 governmental libraries and more than 1000 formal church libraries. Plus almost every organization in the country has its own small collection of books.

Editor's note: Find links and contact info for libraries at <http://www.publiclibraries.com>

You're On The Air

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

Listen to the people who are interviewing you. If they pick up on something neat you say, you can go with the ball that they toss back in your court.

Helpful Website of the Week – Adele M. Annesi

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

Oxford English Dictionary

<http://www.oed.com>

Providing 600,000 words, 3 million quotes and over 1,000 years of English, the Oxford English Dictionary (OED) may well consider itself the definitive record of the English language. As a historical dictionary, the OED differs from dictionaries of current English where the focus is on today's meanings. You'll find those in the OED, too, but you'll also find the history of individual words and the language. So if you're looking to add deeper meaning to your prose, this is a great resource that is regularly updated and offers a historical thesaurus.



The Very Idea

(Editorial by Brian Jud)

To not fight a bull when you are afraid is not courageous. To fight a bull when you are not afraid is not courageous. But to fight a bull when you are afraid, that is courageous. What gives you the courage to act on your ideas? Having a well-thought plan? Encouragement? Faith in the idea? Past successes? Knowing who your buyers are? Picking up the 200-pound phone to call a prospective buyer? What puts a lion in your heart? "Bravery is being the only one who knows you're afraid." Col David Hackworth



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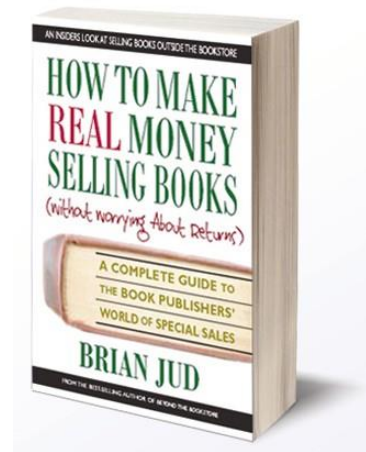
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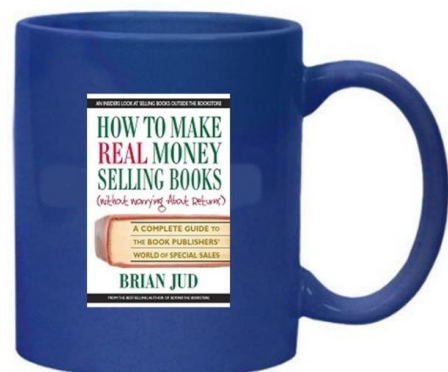
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty



- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

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

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Contact Information for Brian Jud

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

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Brian is Executive Director of the Association of Publishers for Special Sales (www.bookapss.org), a media trainer, frequent speaker at publishing events and creator of the Book Selling University (www.booksellinguniversity.com). Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>