

Here is your February 25, 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 4 Number 427 February 25, 2019

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

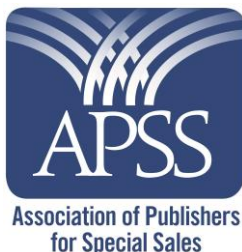
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**Top inquiries from the salespeople
for the week ending 2/22/19**

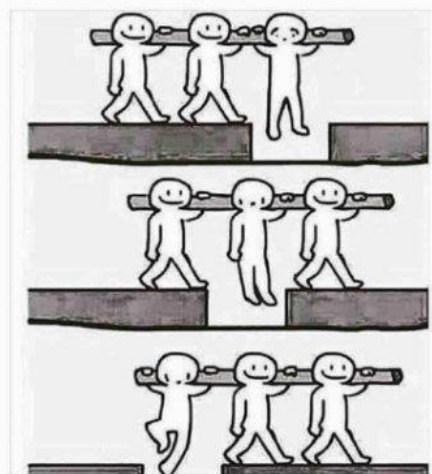
<u>Title</u>	<u>Quantity</u>
<i>Plan Your Own Wedding</i>	2600
<i>Youth Mental Health</i>	200
<i>Pearls of Golfers' Wisdom</i>	3300

Information from APSS



Henry Ford said, "Coming together is a beginning; keeping together is progress; working together is success." This applies to APSS, too. Our members work together in local chapters to build camaraderie. They network with each other while participating in our conferences and other events. They utilize the Idea Marketplace to communicate creative marketing techniques that have worked for them. Our Mastermind Groups offer support and feedback for others in the group. APSS members work together for success. Learn more about how APSS can help you, and how you can help your fellow members at www.bookapss.org. Want to join?

If we unite, nobody falls



Visit <http://pro.bookapss.org/join-application>

APSS Bi-Weekly Top Ten List

Top Ten Reasons to Network Personally (in addition to social networking)

1. Build your author platform
2. Meet other authors, publishers, and experts in your field or genre
3. Learn from others in your field and find material for your books
4. Drive traffic to your website and blog
5. Increase your opt-in subscriber list
6. Find joint venture partners
7. Get speaking engagements or consulting customers
8. Promote your books and services
9. Get testimonials and endorsements
10. Sell more books and become more profitable

Get More Business from Existing Customers By Brian Jud



Selling books to corporate buyers in large, non-returnable quantities is a profitable way to build your publishing business. As an added benefit, satisfied buyers can place blanket (recurring) orders for future, planned deliveries. These are even more profitable since it is easier and less expensive to sell to existing customers than it is to find new ones.

Nurturing recurring revenue with one customer is different from getting the initial order. These buyers need to be reminded of the benefits of your content -- at the point in time they are about to make a new buying decision. If you contact them on a regular basis, your chances of a positive reception are improved.

However, book marketers typically concentrate on the *transaction*, i.e., the point in time when prospects buy their books and become customers. Communication usually ends there, and the book marketer goes off to the next prospect. Instead, create a *dialogue* with your customers, maintaining contact over time, smoothing the way for future purchases.

The concept of customer dialogue helps you keep track of each buyer's needs and enables you to reach them with the right message at the right time. This may be difficult because your various corporate buyers are probably at different stages of the purchasing process at different times.

Sometimes called *transitional marketing*, customer dialogue takes the focus off individual transactions and places it on the purchasing process. It recognizes that people make decisions over time, and buy according to their schedules, not yours. Focusing on a transaction is like watching each frame of a movie. The concept of transitional marketing focuses on the purchasing *process* and can be likened to watching the entire movie.

Conduct transitional marketing by examining purchasing patterns of existing customers to enhance the process in your favor through the proper timing of your message. It borrows from a common practice among retailers who focus on the recency, frequency and monetary (RFM) value of transactions. Retailers use RFM information to differentiate among customers, and then time an appropriate message to motivate them to purchase different products (titles) and/or buy more frequently and in larger quantities. You can easily create a spreadsheet with data to track:

- the recency of sales of each title to specific retail and non-retail buyers.
- the frequency of sales of each title to these buyers.
- the monetary value of sales of each title to them.

With this information in hand, the next step is to establish a *dialogue* with your customers, tailoring individual messages that encourage them to buy now and buy more. For example, you might offer corporate buyers a time-limited discount to persuade them to buy your titles now. Similarly, you could offer a frequent-buyer program to gift shops. And when selling to associations, you might propose greater discounts, a combination of titles, or more favorable payment terms encouraging them to buy more frequently. The essence of transitional marketing is that you make an individual offer to the right buyers at the appropriate point in time to favorably influence their buying pattern.

Your dialogue with customers considers not just when to communicate, but what to say to each. For instance, when customers change their buying habits it triggers a different follow up (or follow *through*) message.

- When one customer buys a different title (recency), send information on how to combine orders for different titles to reach a higher discount.
- If people buy frequently, you could suggest they place fewer orders, but in larger quantities.
- Or, if one stops buying, your communication would inquire as to why, setting the stage to win the customer back.

This concept does not mean you should eliminate marketing for new prospects. Continue such acquisition dialogues but begin them in general terms and make them more specialized as prospects respond and become customers. Transitional marketing, as it applies to dialogues with existing customers, includes these types of communications:

- Thank you notes for recent purchases, with additional offers.
- Re-purchase reminders to get people who haven't purchased in some time -- or who stray from a regular purchase pattern -- to buy now. It may re-state benefits or offer an incentive to acquire additional copies.
- Promotional alerts communicate exclusive offers such as a special discount, more favorable terms, or a price reduction to increase the size of the purchase.
- Win-back letters inquire into the reasons why a customer stopped doing business with you (or hasn't purchased in a significant time) and attempt to rectify the situation.

Communicating a broad message only to prospective buyers can reduce the effectiveness and increase the cost of your book-selling efforts. Transitional marketing will tailor your promotional material to the situation and recipient. Keep accurate records to track sales in three ways (RFM), and then respond to each customer, moving him or her to buy more now, and buy more frequently.

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



A testimonial is an endorsement for your book. Testimonials might convince prospects your book is an excellent investment of their time and money.

Testimonials get the reader excited to read the book and show them your ideas should be valued because famous people respect your ideas.

If you have several pages of testimonials, you'll bask in the glow of the branding effect of these famous people. Readers think you are in the same league as those celebrities.

Get as many testimonials as possible. I've seen books with eight pages of testimonials. The more testimonials you get, the more you will impress prospects.

Testimonials can appear on the back cover of your book, in press releases, and on the book's Amazon page. Testimonials provide many benefits and uses.

What Makes a Testimonial Good?

All testimonials are not created equal. There is an art to writing a good testimonial. Let's look at what makes a good testimonial.

Short. Only a sentence or two because people like to skim. People might not read long testimonials. If you get a longer testimonial, trim it.

Specific. Testimonials should either say why you are wonderful——Dan's advice helped me win a \$20,000 contract——or why your book is wonderful——This book will help novice authors write their books faster. No one cares that you are wonderful in a general sense—they want to know why your being wonderful will help them.

Identifiable. Testimonials should include the person's complete name, title, and company. For example, Dr. John Smith, director of pediatric services, Mayo Clinic. If you have an author buddy write a testimonial, it could have his or her name and the title of his or her book. For example, Jane Smith, author of *Write Now!*, never uses a testimonial with only the first name and initial of a person. It looks fake. For example, —Mildred P., of Canton, Ohio.

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>

Guest Columnist - Dana Lynn Smith

(Book marketing coach Dana Lynn Smith is the author of *The Savvy Book Marketer's Guide to Successful Social Marketing* and several other book marketing guides, available at <http://www.SavvyBookMarketer.com>. For more book marketing tips, visit her blog at <http://www.TheSavvyBookMarketer.com> and follow @BookMarketer on Twitter.)

Make Your Blog Interactive by Encouraging Comments. Get readers engaged on your blog by encouraging visitors to comment on your posts. Many blog readers enjoy reading comments and comments can spark a discussion among readers. One easy way to encourage comments is to include a sentence at the end of some posts inviting comments. For example, ask readers what they think of

the post or invite them to share their own tips. You can even write a post specifically designed to elicit comments. It's a good idea to thank each commenter and perhaps make a further comment based on what they said.

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)

In any creative business plan, you should have multiple revenue streams. Business coach Gary Ryan Blair suggests that anybody in business for themselves should have at least 10 revenue streams at all times. This ensures that if one stream dries up, another can cover the gap until you rebuild it. In writing your business plan, you'll examine your skills and abilities (SWOT analysis) and figure out where those revenue streams could come from.

In looking for those 10 revenue streams, keep the definition of what you do broad. One of my heroes and good friends, the artist Rex Ray, was an artist, a teacher, a graphic designer, and designer of housewares (wallpaper, rugs, furniture). He straddled the line between art and commerce better than anyone I know. He designed album covers, book covers, rock posters, and also made high art that hangs in museums. He followed his interests and saw how he could contribute and also survive as an artist.

There are multiple options out there for a business plan framework. Business Plan Pro is an excellent piece of software, and there are books available, including *Business Plans For Dummies* which also offers a kit you can purchase with templates to craft plans. Find something that works within your budget. The format you use is irrelevant as long as it is comprehensive and detailed.

As Casey Kasem, the great DJ who hosted American Top 40 for many years, would say: "Keep your feet on the ground and keep reaching for the stars." Dream big but think practically and build a business plan. Break down your goals into smaller, more achievable goals. Become clear on what the costs will be. You'll find that the very act of creating a business plan will set things in motion and center you in a place of clarity. This opens the door for synchronicity and fate to intervene. But it all starts with formulating and having a plan.

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 talk about finding names of potential buyers in non-bookstore markets, but where can I find names of people to contact?” Herman Sutton

There are many sources of brokers (such as infoUSA; www.infousa.com) that sell business and consumer mailing lists. Resources of specific lists abound. Some, such as USAData (<http://www.usadata.com/>) sell consumer leads, business leads, new homeowner lists, physician lists and specialty lists for accountants, boat owners, churches, insurance agents, new parents, voters and many other categories.

Others specialize in specific categories. CAS provides lists of new homeowners new movers, updated daily and weekly. Contact CAS at 10303 Crown Point Ave., Omaha, NE 68134, Phone: 402-964-9998, Fax: 402-963-2103 (<http://www.cas-online.com>).

The *Encyclopedia of Associations* is a comprehensive source of detailed information on organizations worldwide. Other sources include *National Organizations of the U.S.*, which

contains more than 22,200 American associations of national scope. There is the *Encyclopedia of Associations: International Organizations*, which covers some 22,300 multi-national, bi-national and non-U.S. national associations.

It does not take long and is not difficult to search for associations that might be good prospects for your book. The title *Sell the Feeling* offers a six-step system to help salespeople attract new business. This book is a natural for sales people who might be members of the National Association of Sales Professionals (<http://www.nasp.com/>) the Hospitality Sales & Marketing Association International (<http://www.hsmi.org>), the Association of Sales & Marketing Companies (<http://www.asmc.org/>) the Canadian Professional Sales Association (<http://www.cpsa.com/>) or the Outside Sales Support Network (<http://www.ossn.com>).

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-145 Forming and Using a Book Marketing Street Team, by Ally Machate. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times #APSSbrianjud #bookmarketing

Marketing Strategy (Editorial by Brian Jud)

Selling only through bookstores and ignoring larger sales to non-bookstore buyers is an example of “functional fixedness.” According to Reader’s Digest (January 2019), “In life, once on a path, we tend to follow it, for better or worse. What’s sad is that if it’s the latter, we often accept it anyway because we are so accustomed to the way things are that we don’t even recognize that they could be different.”

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)



Sales to corporations can be large in terms of unit sales and revenue. The buyers with whom you will be negotiating are skilled professionals, used to dealing with knowledgeable, competent sales people. You cannot simply wander into buyers’ offices and ask them how they use books as premiums. Most probably have never done so. But if you have conducted research and can provide them with some examples, you can *collaboratively plan* innovative ways to use your content to help your prospects sell more of *their* products or services.

There are two general areas of interest within a large company for using your content. The first is human resources, with its internal focus on the company’s employees. Second, is the marketing department, which is focused externally, on the company’s customers and prospects. Smaller companies may not have these formal departments, so you will have to find the appropriate decision maker(s).

Marketing Planning

Editorial by Brian Jud



Write your marketing plan as you would the first draft of your book. Then rewrite. Here is an observation from Chuck Miceli following a recent APSS-CT planning session: "I continue working through your handout, Brian, and I'm finding it very helpful in focusing my planning. I don't know about others, but for me, the process is an iterative one. I find it is difficult to get started unless I give myself permission to be wrong or inaccurate in my

initial answer and just get something down at first. Then I revisit and refine each entry one or more times until I home in on what appears to be a useful answer. That advice might be helpful for perfectionists like me who are dissatisfied with the results at first. I also appreciate the way the tool is formatted for the computer, dynamically expanding the columns to fit the answers. That makes it much easier to use as the tool meets the user's needs instead of the other way around."

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>)

When creating sales literature for librarians, list the publication dates for your new and forthcoming titles so librarians can be sure when your books will be available; then be sure to meet those publication dates. List the month and year of publications for your backlist titles as well; librarians like to know how current the information is in any book they order. Providing the copyright date and ISBNs also helps librarians to avoid ordering books or editions they already have.

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*)

I want people who are animated, with a loud voice but not screaming, articulate but not pompous.

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>)

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The Very Idea

(Editorial by Brian Jud)

Sometimes we get so carried away talking about selling to bookstores, corporations, associations or schools that we forget that we are really marketing to people. They are consumers who are not necessarily looking to buy a book, but for some way to solve a problem, learn something or be entertained.

You could sell more of your books if you can answer two questions honestly. First, how often do people think about your book? Second, how often do people think about their own problems? You will probably agree that people think more about how they can solve their problems, learn something, improve themselves or be entertained than they do about your book. However, if you can show them how they can help themselves in some way by reading your book you are likely to increase your sales and revenue.



Buy Lines -- Free Information to Help You Sell More Books

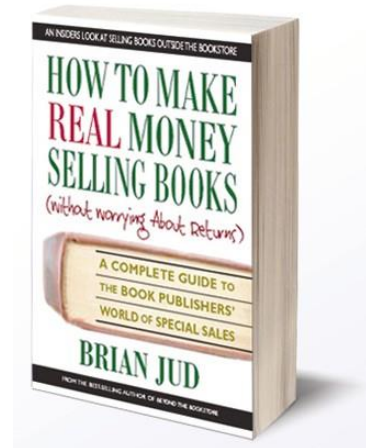
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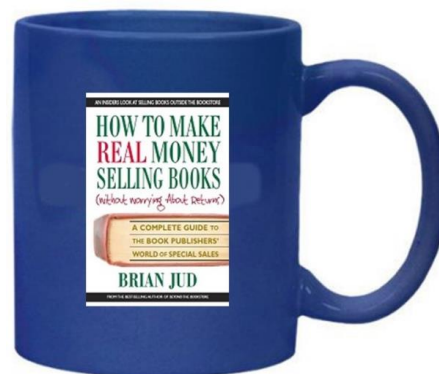
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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings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



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

Contact Information for Brian Jud

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

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>