

Here is your March 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 5 Number 428 March 11, 2019

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

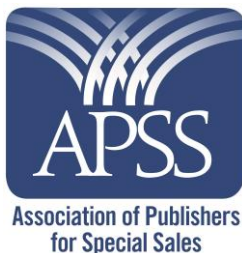
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**Top inquiries from the salespeople
for the week ending 3/8/19**

<u>Title</u>	<u>Quantity</u>
<i>Pork Chops & Applesauce</i>	4500
<i>Stop Bullying</i>	8760
<i>Anatomy of Figure Skating</i>	3675

Information from APSS



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The deadline is March 18, 2019. Register for the ACRL Program (and many other shows) at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

APSS Bi-Weekly Top Ten List

We all want to make a good first impression when calling on a sales prospect for a large book order. An order for thousands of books could be at stake. So the pressure is on you, and that alone could cause you to make a bad first impression. But there are other reasons, and some are beyond your control. The most expeditious thing to do is to control the impression you make on buyers. But if you don't, you may be able to correct it. Here are **Ten Ways to Make the Right Impression**.

1. Understand that your words and behavior are always subject to interpretation. The buyers' initial assessments of you are the result of their assumptions, stereotypes and cues. Dress, talk and act the image you want to convey.
2. Walk in the office confidently, smiling and dressed professionally. Shake hands firmly while making eye contact.
3. Open the conversation with something important to the buyer (family photo, diploma on the "Ego Wall," etc)
4. Buyers want to work with people they trust. Develop trust initially by displaying your warmth (friendliness, respect and listening) and competence (knowledge of the person, company and industry as well as of your content and competition).
5. Buyers want to work with people who are not out for themselves. Early in the discussion demonstrate that you want to help them solve their problems, not just sell them your books.
6. Ask, don't tell. The sales presentation is not a monologue about you and your book. Get the buyers involved in the sales process by asking questions about them and their needs and problems. What keeps them awake at night?
7. Actively listen to the person speaking. Use facial expressions, posture and gestures to show that you are listening. If you do not understand a particular point, ask for clarification.
8. If you start out on the wrong foot, rectify the situation as quickly as possible. For example, if you miss a deadline on an assignment, beat the next five deadlines to register the fact that you are serious.
9. Get buyers to want to work with you because you have a role in their success. Prove that your content and proposal can help them reach their objectives better than any other promotional tool they may be considering.
10. Demonstrate your sincerity and ability. If buyers do not think you are capable of doing all you say you can, ask for a trial order and the chance to prove yourself.

Do not simply sit back and moan about not making the sale because the buyer had the wrong impression of you. Plan for each encounter so that each buyer sees you in the best possible light, his or her internal biases notwithstanding. Do these things and you may be able to correct the situation if you do not initially come across as you intend. It is never too late to make the right impression.

Dealing with Emotions While Selling Your Books

By Brian Jud



Negotiating a large-quantity book sale is a little like playing poker, requiring both hard and soft skills. To be good at it you need practice and experience. You also need a little chutzpah, the creativity to recognize alternatives, the ability to assess odds, the willingness to take calculated risks and the confidence to bluff when necessary.

But unlike poker, selling to a corporate buyer is not a winner-take-all game. It is not zero sum activity where one's slice of the pie is increased at the expense of the other. Negotiating is a give-and-take exchange seeking a larger pie to split.

Pursuing that end can cause consternation among the participants, particularly if they have not dealt with each other before. Both sides enter the negotiation with various degrees of tension or anxiety. If you manage the emotional tenor of a negotiating session you can be more successful bargaining and bring it to a win-win conclusion.

Inexperienced book salespeople ignore this responsibility. Instead, they wear their bargaining blinders and focus on substance issues like price, terms and shipping costs. Experienced negotiators also attend to the process, the path leading from the initial meeting to the close. Typically, neither considers how emotions impact what is happening around them.

People cannot leave their emotions behind when they are at work. These feelings may be positive or negative, and they can vary in intensity under different conditions. The psychological lens through which the parties view a negotiation session has a significant effect on where they end up.

Those on both sides generally experience neutral or positive emotions at the bargaining table. These are easily recognized and contribute to a successful conclusion. On the other hand, people attempt to hide or deflect the negative emotions that can deteriorate the process if not handled deftly. This attempt at deception can make your task of managing them more difficult.

The most likely negative emotions that you will encounter are anxiety and anger, either in the other person or in yourself. Anxiety is usually internal to the salesperson and anger typically displayed by the buyer. Your job is to be aware of your feelings, recognize the other's emotional position, and then respond accordingly.

Managing your anxiety

Anxiety is a trait common among inexperienced negotiators and can result in suboptimal outcomes. It makes them uncomfortable and can trip the "flight" switch of the "fight or flight" syndrome. Anxious people may be more interested in ending the session than confronting their feelings. If they remain longer at the table, they may be taken advantage of especially if the other party senses their distress. Either situation is counterproductive to successful negotiating where affability and cooperation are essential.

A little tension is beneficial to keep you alert, but it behooves you to avoid extreme anxiety. How do you do that? Learn more about the process, work with a coach and rehearse regularly. Practice your newly learned negotiating skills when you are in less-stressful, personal negotiating situations (making a large purchase, planning a family vacation).

While practicing, notice the emotions of others. Establish a base position and recognize changes to it. The more familiar you become with negotiation strategies and skills, the more comfortable you will feel when in a major book-bargaining position. It eventually feels routine and no longer an anxiety-inducing experience.

People prone to being anxious under pressure should take steps to limit their nervousness and make it less obvious to their adversaries. Minimize the outward appearance of anxiety by having a firm handshake with a dry palm, talking slowly, maintaining eye contact and having good posture. Know what you are going to say so you do not fumble for words. Have a ready answer for difficult questions or objections. Communicate effectively as the discussion unfolds and you can feel your confidence building.

Another technique for reducing apprehension is to go into the meeting with another person on your side. This could be a colleague from your firm, the author, your designer or a representative from your printer. Having someone else on your team can go a long way to reducing nervousness.

Additionally, you could employ a third party to represent you in the negotiating session. Outsourcing this service is done regularly. Examples are having an agent represent you to a publisher or having a salesperson represent you to the corporate buyer. One such person is Guy Achtzehn of the Marketing and Sales Group (Guy@msgpromo.com).

Dealing with the buyer's anger

Anger is a negative emotion that is usually directed at another person. It can trip the "fight" switch of the "fight or flight" syndrome. Anger can evolve from miscommunication, especially if people feel you are trying to take advantage of them. Infrequently, buyers feign anger, thinking it makes them appear more powerful, especially if they feel you are inexperienced.

Angered conflict, whether real or contrived, can irreparably damage the negotiation process. It decreases trust and cooperation, intensifies competitive behavior and makes it more difficult to reach an equitable conclusion.

It is not difficult to recognize anger in others, and it is important to deal with it quickly. It is fruitless to continue selling until you have eliminated wrath. Here are a few techniques that can help you do that.

Let them get it out. Your buyer's body language or your intuition will tell you something unstated is amiss. In this case, bring it out in the open so you can understand and deal with it. Say something such as, "I get the feeling that there may be a question in your mind. Is that the case?" Do not say, "You really look mad. What's the matter?" That may trigger an emotional outburst.

Make it as easy as possible for people to disclose their feelings. Let them state their case without interrupting or being defensive. Do not try to match their anger with equal force. If you attempt to retaliate, they may escalate their emotions by saying, "That was only one of my concerns. In addition..."

Listen. At times, the protesters simply want to be heard. They may state their case vehemently, and sometimes just getting it out in the open is their objective. Actively listen without judgement while maintaining eye contact. Do not allow your body language to show how ridiculous you think their outburst is, if it is indeed unfounded.

Allow retreat without humiliation. People may realize the folly of their anger as they disclose it. Or, they may agree with the logic of your response but not be willing to say so if it means losing face in front of their colleagues.

Make your reply and take responsibility for the missing information. “I’m sorry I didn’t make myself clear when I covered that point earlier. Here is what I meant to say.” And then restate your point and summarize facts that remove the opposition. This allows the previously angered person to extricate himself harmlessly by saying, “Well, if I had only known that I would not have objected.”

There are certainly other emotional positions to consider while negotiating, and each has varying degrees of strength at any given time. Just be aware of yours and theirs and changes in base positions. Reinforce positive emotions and try to eliminate or control negative ones. Prepare for the emotional side of a negotiating session as you would for the substance and process. It will be time well spent.

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



The founder of Papa John’s pizza franchise, John H. Schnatter, wrote Papa: The Story of Papa John’s Pizza. He told BusinessWeek he wrote the book, —for my kids, grandkids, and franchisees, so they would know how we did this. He wrote the book to leave a legacy.

Other business executives write books to prove a point, be significant, teach, inspire, be a thought leader, or leave a mark on the world.

What’s your motivation to write a book? After working with thousands of speakers, authors, coaches, thought leaders, and small-business professionals who have written books, I’ve seen these major genres. You might model these examples:

Legacy. Business executives who want to leave their mark on the world and to help future generations will write memoirs. These books include tips for success and stories of overcoming obstacles. Suggested reading: Basic Black: The Essential Guide for Getting Ahead at Work (and in Life) by Cathie Black, first female publisher of USA TODAY. Uncontainable: How Passion, Commitment, and Conscious Capitalism Built a Business Where Everyone Thrives by Kip Tindell, founder of the Container Store. –

Tools. Similar to legacy books, executives write these books to share ideas that brought them their successes. Their motivations could be personal branding and helping others. Examples include The Real Life MBA by Jack Welch and Suzy Welch or The 4-Hour Workweek by Tim Ferriss.

Manifesto. Authors who are visionaries, have a certain point of view, or want to change the world write these books. They want their readers to take up their causes. I’ve read manifestos on new ways of thinking about using the Internet, customer service, and many other topics. Suggested reading: Good to Great by Jim Collins. Thinking, Fast and Slow by Daniel Kahneman. Any book by Seth Godin. Setting

the Table: The Transforming Power of Hospitality in Business by Danny Meyer, founder of Shake Shack. Conscious Capitalism: Liberating the Heroic Spirit of Business by John Mackey, copresident of Whole Foods.

Proof. Authors present a hypothesis. They use case studies and statistics to prove their points. These authors—usually consultants at well-respected companies— want to establish their thought leadership. Suggested reading: The Tipping Point by Malcolm Gladwell. Freakonomics by Steven Levitt and Stephen Dubner.

How-To. Perhaps the most popular kind of book shows readers how to do something. Suggested reading: How to Win Friends and Influence People by Dale Carnegie. Life Is Good: How to Live with Purpose and Enjoy the Ride by Bert Jacobs and John Jacobs, founders of Life Is Good.

Process. These books offer research and show how to perform a task. Suggested reading: Influence by Robert Cialdini, PhD. The Only Negotiating Guide You'll Ever Need by Peter B. Stark and Jane Flaherty.

Training. These books are extensions of educational sessions. Suggested reading: Loyal for Life by John Tschohl.

Fictional. These books use fictional stories to show why certain business principles work. Suggested reading: The Go Giver by Bob Burg and John David Mann. Who Moved My Cheese? by Ken Blanchard and Spencer Johnson, MD.

Inspirational. Books offering motivational tips. Suggested reading: Lifestorming by Alan Weiss and Marshall Goldsmith.

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>

Legal Matters That Matter to Writers – Professor Tonya M. Evans
(Contact Professor Evans at Legal Write Publications, info@legalwritepublications.com or www.legalwritepublications.com; The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

When You Should Register Your Copyright. The question of when in the creative process a person should register the copyright is a good one, and one that does not necessarily have a precise answer. The “lawyerly answer” is based on the benefits of timely registration defined in the Copyright Act: you should register *before* your work is infringed and within three months of publication. This advice, of course, is not exactly helpful because you certainly cannot predict when your work might be infringed, and some work is never “published.” Accordingly, I recommend the following guidelines:

- Register your manuscript once it is completed (even if unedited)
- Register writings (even if only a few chapters) that you are submitting regularly to agents and publishers, posting on the Internet, or performing
- Update your registration after a substantive change to your work
- Register the final product
- Register within three months of publication
-

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)

Like plants in the rainforest, humans are often competing for the same resources. Politicians compete for the same votes. Authors compete for the same spot at the top of the best-seller list. Athletes compete for the same gold medal. Companies compete for the same potential client. Television shows compete for the same hour of your attention.

The difference between these options can be razor thin, but the winners enjoy massively outsized rewards.

Imagine two women swimming in the Olympics. One of them might be 1/100th of a second faster than the other, but she gets the gold medal. Ten companies might pitch a potential client, but only one of them will win the project. You only need to be a little bit better than the competition to secure all of the reward. Or, perhaps you are applying for a new job. Two hundred candidates might compete for the same role, but being just slightly better than other candidates earns you the entire position.

These situations in which small differences in performance lead to outsized rewards are known as Winner-Take-All Effects. They typically occur in situations that involve relative comparison, where your performance relative to those around you is the determining factor in your success.

Not everything in life is a Winner-Take-All competition, but nearly every area of life is at least partially affected by limited resources. Any decision that involves using a limited resource like time or money will naturally result in a winner-take-all situation.

In situations like these, being just a little bit better than the competition can lead to outsized rewards because the winner takes all. You only win by one percent or one second or one dollar, but you capture one hundred percent of the victory. The advantage of being a little bit better is not a little bit more reward, but the entire reward. The winner gets one and the rest get zero.

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)

“I think my book is perfect for selling through a home-shopping network. What kind of books sell well on them? Steven Staffer

Home-shopping networks reach millions of people every day with information on a wide variety of products, including books. Before you try to reach these buyers, consider your books' salability on television. Does your book ...

Demonstrate well in eight minutes of airtime? There is not a lot of time to sell your product, so it must have unique and demonstrable benefits that are easily and quickly communicated. Do not plan to talk about your book for eight minutes, but what the information in your book does for the people in the audience. This may be recipes, collectibles or other items of interest.

Solve a common problem or make life easier? This gets back to the need for which you created your book in the first place. How will the people in the audience be better off after having purchased your book?

Appeal to a broad audience? Your book must address the needs of a target audience, but that audience must be of sufficient size to generate large volumes of sales. Titles of interest to a small group of people will not make it past the first decision-making round.

Have unique features and benefits? How is your product different from and better than competition? The answer to this question will help you sell more books to most other target segments, too.

Relate to a topical or timely subject? If your product is associated with a current event it is more likely to be selected than one that is not.

Have a selling price of \$15.00 or higher? If not, you might consider bundling several titles or products to bring the price of the package. In addition, a home-shopping network does not want to promote a book that people could buy on Amazon.com. Therefore, create a group of products that could be purchased as a special offer *only through the network* and you have a better shot at getting on.

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- 103 – Speaking for Authors (Beginner) by Dan Blanchard. See it and more at <https://bit.ly/2IAQn55> View it an all courses up to 5 times

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)



Michelle Yozzo Drake, CEO of The Cove Group, Inc., wrote, *From the Kitchen to the Corner Office*, to help women make the transition to the upper levels of management. She sold this to organizations for women and minority executives, corporate libraries, women's business resource centers, through radio shows for women in business and through airline magazines and business magazines for women. How can you organize your prospective buyers in segments for your content?

Marketing Planning

Editorial by Brian Jud



Cash flow is vital to the success of a business. There are 3 Vs to plan that can improve cash flow. The first is **volume**. Seek large, non-returnable book orders by selling to non-retail buyers in corporations, associations, etc. Second is **velocity**. Those large orders can take a year or more to finalize, so go after the singles, doubles and triples while working on the home runs. Third is **variety**. Have multiple sources of revenue yielding cash

flow regularly. These could be speaking, consulting, writing for periodicals, conducting seminars, etc.

Marketing Strategy

Editorial by Brian Jud



Should you sell through Amazon or directly to buyers? *The Harvard Business Review* (March-April, 2019, P 140) has some interesting perspectives. The article is about a big-ticket item, but there are some points that pertain to books. For example, “Whatever your product is, there’s always a cheaper version (on Amazon), and usually that’s the one people buy.” It goes on to say, “Before thinking about selling on Amazon ... build a brand customers recognize ... or you get lost in a sea of similar products on the site.” In

addition, “customers are loyal to Amazon, not necessarily the brands they are buying.” When you sell your books to corporate buyers, the focus is on your book only, the relationship is with you (not a platform), buyers are more interested in content than brand, you can sell in large, non-returnable quantities and get recurring revenue from additional orders.

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>)

Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of *Basic 35 mm Photo Guide for Beginning Photographers*. To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

You're On The Air

(Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City)

People are most comfortable when talking about something they love, when they are talking about something they really believe in and are passionate about.

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>)

NoiseTrade Books

<http://books.noisetrade.com>

This platform helps authors and publishers build audience share by distributing free e-books and audiobooks in exchange for reader data (email addresses and postal codes). Authors can promote giveaways, or embed a custom widget on their website or blog. More helpful marketing information is available online.



The Very Idea

(Editorial by Brian Jud)

We all know the importance of remembering a person's name. Here are some tips for doing that:

- 1) Concentrate during introductions.
- 2) Ask them to repeat their name and then remember something unique about them.
- 3) Use their name 2 or 3 times during the next few minutes.
- 4) If possible, do a little homework ahead of time (not always possible).
- 5) In this process of remembering a person's name create an image of someone who has a similar name - make a mental connection.
- 6) If possible, get a business card or if appropriate, take a picture. When it's a fit, put notes with their name in your phone contacts.



The sweetest word to most people is their name. Make remembering a person's name a habit.

(Do you know what device is creating the letters in this photo? If so, you are probably one of the Baby Boomers!)

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

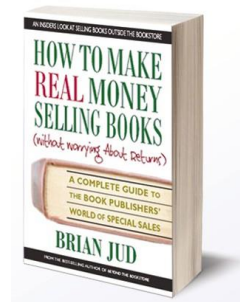
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Become more profitable
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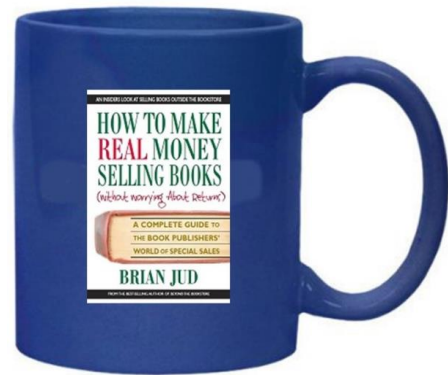
A one-day workshop in your office -- customized to your titles -- shows your staff how to make large-quantity sales
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer 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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Contact Information for Brian Jud

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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 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>