

Here is your March 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 6 Number 429 March 25, 2019

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

**We sell your books. We pay shipping.
All non-returnable.**

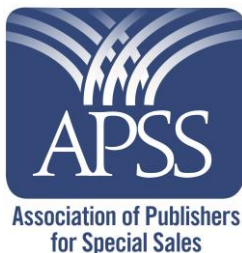
**Top inquiries from the salespeople
for the week ending 3/22/19**

<u>Title</u>	<u>Quantity</u>
<i>A Mother's Survival</i>	275
<i>Real Men Wear Beige</i>	1480

BrianJud@premiumbookcompany.com

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Information from APSS



**APSS is bringing book-marketing information and
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APSS is a national organization — the *only* national organization — devoted to helping its members sell their books to non-traditional buyers. Non-bookstore sales to buyers in corporations, associations, schools, hospitals, the military and government, and in non-bookstore, retail markets can be a profitable source of new revenue. As an APSS member, you will discover new and better ways to increase your revenue and profits by selling your books in large, non-returnable quantities.

APSS Chapters are currently operating in these cities with more coming on board soon. If you are an APSS member here, contact the chapter president to join the chapter (no additional charge) or help out:

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Why join an APSS Chapter? <http://community.bookapss.org/page/why-join-a-chapter>

How to start and APSS Chapter in your city? <http://tinyurl.com/k94887u>

If you want information about starting a chapter in your area contact BrianJud@bookapss.org

APSS Bi-Weekly Top Ten List

Recently APSS listed ten benefits of building customer loyalty among B2B buyers. But how can you do that? Here are the **Top Ten Ways to Build Customer Loyalty in Business-to-Business Marketing**.

1. Solve your customers' problems better than competitors can
2. Underpromise and overdeliver
3. Focus on creating long-term relationships, not sales
4. Nurture an ally inside the company who will support you
5. Build trust before selling
6. Follow through to make sure the books were delivered on time, in the right quantity and with the proper customization
7. Communicate all the value you deliver in terms of tangible benefits of your products and services; including your book's contribution to the solution of their initial problem or objective
8. Make sure your customers understand and appreciate the non-tangible benefits you deliver in terms of your products and services
9. Offer to pay a penalty if your books are not delivered on time (and a bonus if delivered early)
10. Negotiate for a win/win conclusion

Customize Your Pitch to Each Catcher
By Brian Jud



Whether you are cooking a meal, planning a vacation or making a sales presentation, it is the preparation that determines the relative success of the outcome. The more time you put into preparing your sales presentation -- what you will say and how you will say it -- the more likely it is that you will get the order.

Your presentation to a corporate buyer, media producer or book distributor is not about your book, it is about how your content can solve your prospects' problems. The corporate buyer wants to increase sales. The producer wants a good show for the audience, and a distributor wants to keep the pipeline to retailers full and flowing.

Every prospect for your books is different, with individual needs. Therefore, the preparation you do for a major presentation should be different, too. Do not have a stock pitch in which you simply change the name of the "catcher" and make a few minor changes. Each presentation should be built from the ground up, customized for the decision maker and opportunity at hand.

Decisions are made on emotional and rational criteria. You can simply show up at a meeting and spontaneously tell people about your book and answer their questions. Doing so makes rational points but the result is that you will not sell many books.

Your presentation must also connect with people emotionally. Prepare for each presentation so your prospects feel that their success is important to you. Demonstrate that you are a professional businessperson come to deal with other professional businesspeople on equal footing to consummate an important deal.

One thing all presentations have in common is human interaction. They are part of a process, a course of action during which "me" and "them" become "us," working on the same team. Use your presentation to form positive, sincere relationships where mutual respect and trust overcome questions about the viability of your proposal. People buy from people they like and trust. Your sincerity and belief in your proposal can establish those feelings.

Your sales presentation as an overview of what you believe is the best course of action based on your research. It is your stake in the ground that sets the starting point, stimulates the discussion, frames the ensuing conversation and focuses on your book as the keystone of the solution.

The result may or may not look anything like what you first proposed, and that is not bad. In fact, it is good. When people see their contribution as part of the final decision, they are more likely to get behind it to make it work.

Preparation gives you flexibility during your presentations. It reveals your confidence as you divert from your prepared script to lead your prospects on a different trail towards your goal. Your mental agility will serve you well as conditions change in real time.

The best way to be both flexible and spontaneous during any presentation is to prepare. The more you know about what you will say the more secure and relaxed you will be. You will speak effortlessly and answer questions confidently. And you will sell more books.

Prepare each proposal with your prospect's needs in mind and practice it diligently. Remember that practice doesn't make perfect -- it makes permanent. So, practice the right things. And don't just practice until you get it right, practice until you can't get it wrong.

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



Each chapter should have its own major theme. Ideally, each chapter follows a thought pattern that leads the reader to get to know, like, and trust you, so they adopt your ideas and want to give you their business. This is done via stories; anecdotes; visual elements such as charts, graphs, pictures or cartoons; essays; and quotes from famous people. Every chapter should answer these questions:

- What is this chapter about?
- Why is it important for my reader to know this?
- How will I share my message?
- What will happen if readers follow my instructions? What will happen if they don't?
- What key ideas or action steps should readers remember?

This format will help a professional who wants to build their brand, urge people to adopt their point of view, or leave a legacy for people to follow. Of course, every book is different, so modify it as you see fit. This description should help you focus.

The First Chapter. Chapter 1 is the overview. You tell readers your big idea. The first chapter explains the problem you will solve. It presents a road map of what the book contains, and it explains why you are the best person to write the book. You could also lay out the book, by telling what the reader will learn in each chapter. Do not go into great detail about all your wonderful ideas and processes. You can tell them what you will explore with them. But don't show them how to do it here. You do that later. You can promise them and tease them, though. Be inspirational (e.g., —You can do it!) and educational (e.g., —Here's what you'll discover).

Chapters Two through Nine. These chapters explain your basic premise and go into as much detail as needed to prove your points.

Final Chapter. The last chapter (in our example, chapter 10) summarizes your key ideas and shows actions readers can take. Ideally, for a business author, the next steps should include how you can help readers with consulting, speaking, coaching, or other services. Authors of a legacy book might list actions readers can take to further their careers, help the world, or come to peace with themselves.

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.)

Give Up the Mail-it-to-yourself Myth! I am sure you have heard of it. Virtually every writer has. And maybe you are among the considerable number of writers and industry professionals who not only believe the Poor Man's Copyright myth but also repeat it as if it were the law. This is the most pervasive and destructive myth in the publishing industry. The Poor Man's Copyright, also known as the Mail Myth, is the mistaken belief that a copyright is created or somehow protected when you send a copy of it to yourself in the mail.

If you learn nothing else from this e-Report, you must learn this: the mail-yourself-the-manuscript-and-then-you'll-be-protected belief is a **myth**. It is simply not true, and I do not want anyone who reads these words to perpetuate this myth for one more moment. Rest assured, the only thing you will prove when you mail your work to yourself is that the post office is still in the business of delivering mail. See the FAQs at www.copyright.gov for more information.

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)

I found these values articulated in the book *Be Great: The Five Foundations of an Ordinary Life* by Peter Thomas to be insightful. The reason many people don't achieve success is because they don't practice regular goal setting. My method for clearly articulating your goals is RUMBA.

Realistic: Your goals must have some basis in reality.

Understandable: Describe your goals using specific language so you are very clear about what you want to achieve.

Meaningful and Measurable: Your goals should be important to you.

Believable: If you don't believe you can reach your goal, you won't be motivated to attain it.

Agreed: If you set personal goals and don't share them with anyone, you often lose the benefits, encouragement, and fun in involving stakeholders in your success.

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 want to lower the price of my book to increase sales. Is that a good strategy?” Edna Cupper

When sales decline, many publishers immediately lower their prices to seek new sales. This tactic can hurt short- and long-term profitability. A better tactic is to maintain a higher price and re-positioning your products. Perhaps the best source of ideas for doing that is your target buyers.

A good example is hard to find in the publishing industry, so let's look at Hyundai. As the economy faltered in the recent recession (2008 – 2009) consumers delayed major purchases, especially cars. Most car companies slashed prices and offered cash-back offers.

Hyundai took a different approach. It asked target people why they were not buying cars. The resounding answer was, “I could lose my job at any time, so the risk of buying is too high.” Instead of lowering its price, Hyundai devised a risk-reduction guarantee to address that concern. It said, “If you lose your job or income within a year of buying the car, you can return it with no penalty to your credit rating.” Hyundai sales doubled while the industry declined 37%. Hyundai didn't innovate to

sell better cars, it innovated by selling cars better. Instead of considering a price reduction, think about how you might sell books better instead.

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-148 Author Platform, Branding and Monetization, Joel Friedlander. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

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)



APSS Member Major Daughter (Anna Mhlambi) sold 2000 copies of her book, *Prophetic Word Bank*, to prisoners. She credits the information she has learned from APSS programs, particularly the ***Ten Steps to Greater Sales and Profits***. Learn more about this program at <http://tinyurl.com/jmxbxu5>

Marketing Planning

Editorial by Brian Jud



Do you write fiction? Writing your marketing plan as a novel can be a fun way to create it. Identify and deal with hidden assumptions and the people (characters) that impact your business. Your subplots help you recognize the value of previously unsought opportunities, perhaps in non-bookstore markets. And your narrative can point out the interdependencies of market segments (bookstores, retailers, associations, schools) rather than dealing with them as isolated groups. The climax is that

large, non-returnable order you get from a corporate buyer.

Marketing Strategy

Editorial by Brian Jud

You don't have to be better than competitive titles, just have an important difference. Claim your position in a market niche where your difference makes a difference. Volvo does not claim to make a better car than BMW – just a different one. In customers' minds, Volvo is associated with safety, while BMW emphasizes the joy and excitement of driving. Because the two automakers emphasize different criteria of purchase, they appeal to different customers. How can knowing that help you sell more books? Know your unique point of difference and claim your niche.

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>)

Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks to music.

You're On The Air

(Suzi Reynolds, professional media trainer)

Let it sink into the audience. Don't try to say too much. Mentally edit so you work with the audience, giving them time to understand what you are saying.

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>)

TextAloud

www.nextup.com/TextAloud

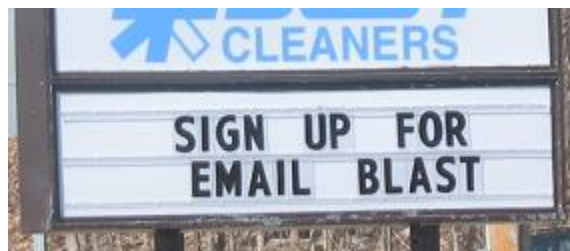
This Windows-based, text-to-speech (TTS) software app lets your computer talk with AT&T Natural Voices. TextAloud reads text aloud from emails, Web pages, reports and more on your PC



The Very Idea

(Editorial by Brian Jud)

People buy for their reasons, not yours. If you want them to do something, tell them why it is in their best interests to take your recommendation. This dry cleaner might get more people to sign up for its email blast by telling them they would receive discount coupons via email. Similarly, tell people how they will benefit by purchasing your books.



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

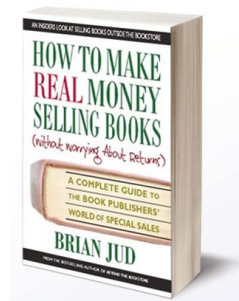
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Become more profitable
Sell in untapped, lucrative markets
Minimize -- if not eliminate -- returns

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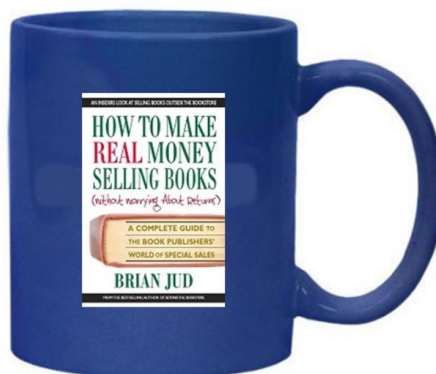
A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales
[Learn more!](#)



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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



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

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best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

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>