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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 8 Number 431 April 22, 2019

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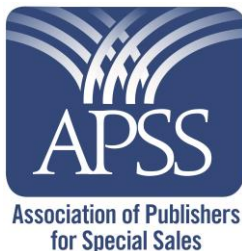
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<i>Family Guide to Aging Parents</i>	1750
<i>Sugar & Spice: Relationship Advice</i>	2200
<i>52 Simple Ways to Health</i>	2000

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To Your Success,
Brian Jud
Executive Director, APSS
BrianJud@bookapss.org

APSS Bi-Weekly Top Ten List

The Pentagon's Defense Advanced Research Project Agency (DARPA) has proven to be a productive and creative think tank. It developed the Internet and the GPS network, among many other innovations. Here (*Harvard Business Review*) are the **Top Ten Lessons About Innovation from DARPA's Success**.

1. Create a team with individuals from outside the organization for a fresh perspective
2. Give the team autonomy in selecting and running projects
3. Have an ambitious goal to solve a real-world problem or create new opportunities
4. Have deadlines that intensify and focus your effort
5. Understand that the best way to prevent competitive surprise is to create it
6. Set guidelines and parameters that maintain attention on the team's mission
7. Have an exit strategy within a reasonable time period (three to five years out)
8. Apply basic research on a project with a commercial application of practical importance
9. Uncover and address a consumer need that existing products do not meet
10. Allow the original goal to be overtaken by the discovery of a more practical and profitable direction

Get Your Words' Worth By Brian Jud



Two concepts determine your relative success in answering questions during a television or radio performance: preparation and flexibility. In most cases you will not know the questions you will be asked during the interview. But if you understand your topic and know beforehand what you want to get across to the audience, you will be able to perform more successfully.

What makes a good guest for the show does not always make a good show for the guest. If all you do is answer the interviewer's questions informatively (whether or not they lead to meeting your goals), the host will think you are a great interviewee and perhaps ask you to return. But there is no future in being a professional guest if it doesn't serve your purpose.

Your objective is to sell books, and this may seem at odds with the goals of the host and audience. But you can meet everyone's needs if you provide information in an entertaining way, stimulating viewers and listeners to purchase your book. As a general rule, you will sell more books if you entertain people, piquing their curiosity, showing them how they can reach their goals by reading your book.

You must charm the audience while communicating important information. And you may have to do it in three minutes, perhaps while the host is asking you questions that have nothing to do with your book. Reaching your goals under these conditions requires you to blend your understanding of the audience, knowledge of your topic, diplomacy and training to create a polished, effective performance. You can do this if you know the answers to these questions:

- Given a limited time on the air, what are the major points you want to impress upon the audience? Since you will participate in shows of varying lengths, decide in advance how many points you can communicate reasonably in different time periods.
- What information is important to each audience? Your presentation will change, depending upon the composition of the audience.
- How can you make the transition from an irrelevant question (How is the weather where you are?) to your message without offending the host?

Succeed through planned spontaneity

Reaching your objective does not mean you ignore the interviewer's questions. If you do not answer, it will appear as if you are evading the question. Instead, allow the host time to fulfill his or her agenda (being a good interviewer) to the extent that your purpose is not compromised. If you sense the conversation going off in a different direction and you have not addressed your critical points, you must begin to respond differently.

Impart a brief, yet smooth, transition from an irrelevant question (from your perspective) to one of your agenda items, making it relevant to the audience. Then once you make the transition, give an example to demonstrate your point. Concise anecdotes, particularly those germane to the audience, can make your presentation more personable and convincing. People like to hear examples to which they can relate.

But this must be done cautiously. In a three-minute interview on a national show you do not have time to relate a complete story. Practice making your transition statement and giving an example in about thirty seconds. Here are three illustrations:

Interviewer's question.

"That's an excellent point, and with a different twist it can help your audience by ... (Your point #1). For example...

Interviewer's question.

"I agree. But if you look at it from a different perspective, then ... (Your point #2). Here is what I mean...

Interviewer's question.

"Most people think that is true. However, if we put it in the context of ... (Your point #3). For instance...

You have acknowledged the question, complemented the interviewer and led the conversation back to where you want to be. During a longer show you will have more flexibility in your answers. You will be able to expand upon the interviewer's questions more leisurely while still covering your agenda items.

In any case, know how much time you have on the air, what points you must communicate in that time and how you can get those across graciously. You will sell more books and be asked to return on more shows.

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



Outlining Chapter One

“Creativity is intelligence having fun.” Albert Einstein

When your readers start reading the first chapter, their minds are filled with hope and anticipation. They think:

- What will I learn?
- How will I benefit from reading this book?
- What problem will this book help me solve?

Your first chapter must answer those questions. It sets the tone for the book and hooks readers. If your first chapter is a winner, readers will be more likely to finish the book. If your first chapter is a dud, they might put it back on the shelf and never look at it again.

As you can see, the first chapter is vitally important. Readers like to see these elements in the first chapter.

Big Promise

The first chapter makes a big promise to the reader. It shows them how their lives will improve by reading this book.

Readers buy your book for one purpose: to solve a problem. If you can show you understand who they are, what motivates them, and what keeps them up at night, you will earn a reader.

Who You Are and Why This Is Important to You

People want to read a book from someone they know, like, and trust. The first chapter helps you introduce yourself to them. Tell them your story.

- Why did you decide to write the book?
- Why are you the best person to write this book?

The answers will help build a bond between you and readers.

Here is a surprise alert: People like to see you are vulnerable and have made mistakes. People don't want to sit at the feet of infallible experts. They want to relate to people like them who have battle

scars, who have tasted defeat, and who learned from their mistakes. Readers pay you to make sure they don't make the same mistakes.

Road Map for the Book

The first chapter can present an overview of the remaining chapters. That way, they can see your blueprint. There is a comfort in knowing where you will take them.

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>

Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com.)

Should You Attend BookExpo? Many independent publishers feel they do not belong at BookExpo. They opine that the Show belongs to the big boys, that it is way too expensive and that there is little tangible to be gained from it. Well, all of this is true in a way, but my own experience with the Show tends to override the negatives in some very important ways. Let me explain. The BookExpo used to be a Show run by booksellers for booksellers. Publishers were invited guests who would take booth space to introduce their fall titles to the community of booksellers in attendance. All of this worked beautifully for years and the Show grew in size and importance and it was almost mandatory to attend.

But in the late 1980's or early 1990's huge changes became evident both on the bookselling and the publishing side of the market equation. On the bookselling side, the superstores began cutting into the independent bookstore's market share and on the publishing side, more independent publishers began entering the fray. For BookExpo it took many years to adjust to the new realities and during that period the importance of BookExpo was diminished. But to me all that has passed and BookExpo has become, once again, one of the most important events in the publishing calendar. What about you? Should you go? By all means, because this is a networking business and BookExpo has become a wonderful networking Show. It is a great time and place to discover new markets and new sales opportunities and make new friends. I suggest you seriously consider attending in New York City from May 29 – May 31, 2019 see www.bookexpoamerica.com.

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)

If you're like most people, you can't control your current position or role. Focus on bringing purpose and great energy to all of your tasks and roles. This will take you as far as your talent and circumstances allow. You'll get to enjoy the journey and you will be a great colleague.

Dissatisfaction with your current role at work or in life can become a habit. Even when you want to be unselfish and be a total team player you might struggle to do it. You might even be hypocritical as you expect others to accept their role while you resist to accept yours. These emotions of wanting to do more and be more are there to help you and are good when you respond to them properly.

Consider using the VP process:

Expect the Expected - Of course you are not always going to get the role you want, be treated like you want or be featured like you want. If you were making all the decisions, you would not be able to make everyone happy either.

Embrace the Emotion - It makes sense that your brain automatically produces emotion when your role isn't meeting your expectations. Thank the emotion for alerting you.

Control the Controllable -While you influence your role, you can't control it, you can only control your responses.

Also, as you develop your mindful muscle you will be able to enjoy all aspects of what you are called to do - just like Martin Luther King's street sweeper. The energy, spirit and care you put into even the smallest things you are called to do will inspire you, inspire others, and improve your standing.

"Even if it falls your lot to be a street sweeper, go out and sweep streets so well that all the hosts of heaven and earth will have to pause and say, 'Here lived a great street sweeper who did his job well!'" Dr. Martin Luther King

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 plan to attend BookExpo. Do you have any time for networking there?" Alice Edwards

Trade shows such as BookExpo provide fertile ground for making helpful networking contacts and renewing old relationships. Network there, ALA and at other major events but do not ignore regional and local bookseller shows. Go where your target buyers congregate and you will that see your list of contacts will grow quickly. Most networking is informal and may be conducted at business or social gatherings. Other events are planned, structured meetings that go through a typical series of stages, such as these:

1) Introduction. The extent of this phase depends on the level of familiarity you have with the person. Create rapport quickly by mentioning who – if anyone -- referred you.

2) Present a one-minute summary. Provide a frame of reference so the individual knows the context in which to give his or her recommendations.

3) Keep the conversation moving. Ask pertinent questions, listen responsively and take notes. Actively listen by nodding your head in agreement periodically, using facial gestures to show that you understand what is being said. Ask questions as you proceed to demonstrate that you are listening.

4) Offer a quid pro quo by asking if you may reciprocate in some way.

5) Summarize and close. Once you have all the data you need, summarize the main points and list the names of the other people you wish contact. Be sure to ask whether you may use your new contact person as a referral.

6) Send a thank-you note. Send your networking contacts thank-you notes and let them know if their referrals were productive.

Your networking will be productive if you use common sense and courtesy. Do not interrogate people but conduct a friendly conversation for a mutually beneficial exchange of information. Your objectives are to obtain information, get referrals and make new friends. Network consistently and soon you will find the person who will lead you to your goal.

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-131: Why and How Corporate Buyers Use Books, Guy Achtzehn. See it and more at <https://bit.ly/2IAQn55> View it and all other 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
non-bookstore buyers, guy@msgpromo.com)



On a plane that has just pushed back from the gate, the passenger in 10A turns to the one in 10B and says, "Excuse me. I noticed you have the new book by (Your Name). May I ask you how you like it?" 10B replies, "It is really good. I got it as a gift from ABC Company at our annual sales conference." A conversation ensues, and perhaps an opportunity is created. That is an example of how a book given as a promotional item can increase exposure for the sponsoring company (and the author).

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

Marketing Planning

Editorial by Brian Jud



An old proverb says, measure twice and cut once. In other words, make sure your measurements are correct so you don't waste time, material and money. An updated proverb for authors could be, plan twice and act once so you don't waste time, material and money.

Marketing Strategy

Editorial by Brian Jud

Cash flow is vital to the success of a business. There are 3 Vs to identify 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

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

(Eric Marcus, author of *Breaking the Surface* and former producer for Good Morning America and CBS This Morning)

*I love the edge, not knowing who is going to call or what they're going to say.
Always stay calm and let the host deal with irrational callers.*

Artisanal Prose – Adele M. Annesi

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

“The Prismatic Artistry of Varied Viewpoints in a Novel”

As with the light that comes through a stained-glass window, there is prismatic artistry in showing varied viewpoints in a novel. But how does the writer know whether this multiplicity will benefit his or her work?

A good example of multiple points of view is Colum McCann’s *Let the Great World Spin*. Variegated views work well in McCann’s novel because of three key factors: topic, theme and scope. The topic is New York City in the 1970s, its joys, sorrows, beauty and promise. While the theme reflects the spirit of a city and a nation in transition, it also includes a prescient sense of their poignant innocence. The story’s scope plays out over 300 pages. For all these reasons, multiple viewpoints serve the work well, for they aim to convey the depth, breadth, height and soul of the city that never sleeps.

If you’re wondering whether multiple viewpoints would serve your work, consider its topic, theme and scope. If these can sustain and would be enhanced by multiple perspectives, your work may be well-served by varied and variegated viewpoints. For more on *Let the Great World Spin*, search “The Soul of a City.” For more on the author, see “Colum McCann.”

Happy writing!

Submit your writing query to a.annesi@sbcglobal.net. Adele Annesi is an award-winning author, editor and teacher, and co-founder of the Ridgefield Writers Conference

<http://ridgefieldwritersconference.blogspot.com> .

The Very Idea

(Editorial by Brian Jud)

Authors do not have to be media performers or professional speakers to perform promotional events. Nor do they have to suffer through lonely signings at bookstores. Authors can hold events that promote their topic of interest -- events such as demonstrations, workshops, readings or in-home parties – and sell more books.

Make your appearance at a special-sales outlet an event, not a signing. You can perform at corporations, hospitals, schools, warehouse clubs, zoos, libraries, airport stores, state fairs, military exchanges and supermarkets – anywhere your books are being sold. Maximize your results at each by making your presentations come alive.

Carolyn Newcomer, author of the children's book *Barf's First Flight* did that. This picture was taken during an event at a store in Folsom, CA. The costume was hand made to fit her 12-year-old son. He is also wearing red converse tennis shoes, just like his pal, "Barf."



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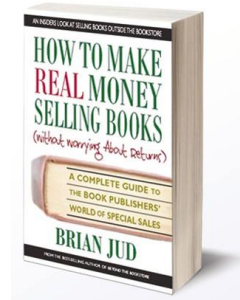
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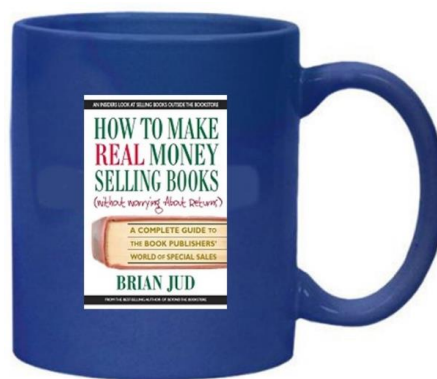
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Contact Information for Brian Jud

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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>