

Here is your May 6, 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 9   Number 432   May 6, 2019

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

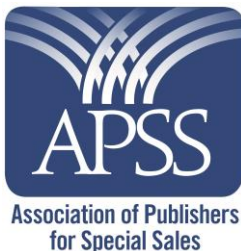
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**Top inquiries from the salespeople  
for the week ending 5/3/19**

<u>Title</u>	<u>Quantity</u>
<i>Reconnecting with Teen Daughter</i>	1100
<i>Bullets for Ballots</i>	600
<i>A Mother's Survival</i>	2650
<i>Moppin Floors to CEO</i>	1900

## Information from APSS



### **Display your book at BookExpo, BookCon and the New York Rights Fair for one low price**

Get exposure to thousands of people at three great events: BookExpo, BookCon and the New York Rights Fair (May 29-31, Javits Center, NYC) without spending thousands of dollars to do it. The Combined Book Exhibit® (CBE) will display our members' books there for one low flat fee. **The deadline is today May 6.**

### **New Title Showcase Shows (Includes Bookexpo/Bookcon and the New York Rights Fair)**

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Ebook Display (per title, per show) - \$225

Print/Ebook Combo (per title, per show) - \$275

Get even more exposure to buyer with a full-page ad in the Exhibit Catalog (BookExpo/Bookcon) for \$375 and a full page in the Exhibit Catalog for the New York Rights Fair an additional \$300

Register at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS

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CBE displays your book(s) with those of other authors and publishers at shows with heavy traffic. CBE also creates a catalog for each show it attends and keeps a comprehensive database on its website with your contact information for an entire year.

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Not an APSS member? Join today at <http://pro.bookapss.org/join-application> and get this discount among many others!

## APSS Bi-Weekly Top Ten List

You cannot sell many books if you describe your buyers as “everybody.” How will you reach *everybody* to tell them? But you can sell more books if you contact prospective buyers who are interested in your content. Here are the **Top Ten Benefits of Market Segmentation**.

1. It forces you to think of new opportunities
2. Organize prospects based upon their needs
3. Promote product differentiation based on needs
4. Sell to each according to their procedures
5. Reduced competition
6. More effective and efficient marketing
7. Become the segment leader
8. Create product, brand and author extensions
9. Can demand higher price, profitability
10. Establish brand loyalty for sequels, second editions

## Nine Kinds of Sales Opportunities By Brian Jud



A key challenge to growing your publishing firm is to find new paths to greater revenue by building upon your core strengths without making a radical shift in the way you currently do business.

There are ways in which you can build a steady flow of revenue and profits to help your business reach significant long-term value – as you expand your comfort zone. Here are nine strategies for increasing your sales, revenue and profits using existing (or sometimes new) content in current markets, growth markets and new, “Frontier” markets.

**Marketing strategies for mature markets.** These strategies provide opportunities to hit short-term sales targets.

- 1) **Targeted marketing.** Different groups of people can profit in unique ways from using your content. Communicate directly with buyers to remind or inform them of how well the information in your book can benefit them in some way.

- 2) **Product redesign.** You may need to enhance your product to meet additional needs and boost the overall value proposition. That might entail changing the delivery of your information to an ebook, booklet or a seminar.
- 3) **New product development.** If sales of your current product line languish, you may need to replace exiting titles or extend your product line. Line extensions can be made into one category (*Chicken Soup for the Soul* books), or into several categories such as Weight-Watchers services, books, magazines and foods.

**Marketing strategies for growth markets.** Some market segments offer long-term opportunities to increase category revenue and capture market share. These strategies require moderate buyer education and value-chain modifications.

- 4) **Distribution extension.** Instead of distributing your books only to bookstores, expand your distribution to other retail outlets such as airport stores, supermarkets and specialty retailers. Your existing trade distributor may already have access to these outlets, so your objective becomes harnessing existing non-traditional channels that can quickly and easily reach more consumers where they shop.
- 5) **New channel creation.** If you do not have trade distribution or if your distributor does not reach non-traditional markets, your objective becomes building parallel distribution and sales channels to penetrate new segments. This might entail partnering with a library wholesaler, finding sales representatives calling on gift shops or selling through book clubs, catalogs, display-marketing companies or home-shopping networks.
- 6) **New business-model development.** Some publishers sell exclusively through bookstores (bricks and clicks). Distribution discounts, returns and mass-market promotion can reduce profits significantly. In addition, seek sales to non-retail buyers such as those in corporations, associations and government agencies. Since there is no existing distribution to these segments your business model must be adapted to sell directly to these buyers.

**Marketing strategies for frontier markets** provide long-term opportunities to drive revenue growth in new segments. Consumer education may be necessary, plus you may need new distribution partners.

- 7) **Overcome competition.** It may be difficult to go head-to-head with a market leader in a new niche based on content or price. Employ a “flanker” strategy by creating a unique value proposition, or through brand or author extensions.
- 8) **Market expansion.** You may be adequately serving a segment now, but there could be ways to mine additional sales in the same segment. If you are selling to college bookstores, you could penetrate that niche further with sales to instructors, students, alumni associations or personal presentations. Similarly, if you are selling to public libraries you may be able to increase your revenue with sales to children’s, hospital, prison or school libraries.
- 9) **New market creation.** Focus on your content and how others might benefit from using it. If your content is about helping people find employment, you could reach buyers through state departments of labor, college career-placement offices, high-school counselors, recruiters, parents’ groups or even internationally.

These examples are intended to stimulate your creative thinking. They are not mutually exclusive so you may adopt several opportunities simultaneously. Take a portfolio approach to your business, implementing each concept as it fits your skills, mission, manageability and potential for return. The chart below depicts how these strategies can work together to create greater long-term value for your

publishing company.

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



**Story Arc Format: Thought Leadership Model.** Once you have gathered your material, you'll need to present it in a logical order. This suggested order can keep you on track. Of course, you can modify it to meet your needs.

\* Chapter title    \* Interesting quote    \* Main point    \* Next Steps  
\* Story that describes it    \* Definition    \* How to attain it    \* Assignment  
\* Chart    \* Research    \* What to avoid    \* Cartoon    \* Case study    \* Research

**Story Arc Format: The How-To Format.** The how-to format is a useful story arc. Henri Junttila, author of Writing Blog Posts Readers Love, describes this technique:

- Introduction (story if possible)
- What (define the concept)
- Why (why learn this)
- How (how to apply the information)
- What if (objection)
- Mistakes (blunders to avoid)

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](http://www.WriteYourBookInAFlash.com) and contact Dan at [dan@prleads.com](mailto:dan@prleads.com) or go to <http://geni.us/writeyourbook>

**B&T will close down its retail wholesale business.  
Choose the APSS alternative**

Baker & Taylor will close down its retail wholesale business in order to better align itself with the education focus of parent company Follett Corp. The news comes five months after rumors circulated that the Ingram Content Group was considering making a bid for the business, the main focus of which is to supply books to physical retailers. See the article reported on May 2 at <https://bit.ly/2V81Vbf> APSS can help you get distribution to non-bookstore retail stores. Contact [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org) for 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](mailto:tom@tomhillwebsite.com))

Joe Schumacker on Learning Leadership:

If you do not learn You cannot Teach  
If you do not Teach You cannot Lead  
If you do not Lead You cannot Achieve  
Learning Leads to Achieving

## 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](mailto:BrianJud@bookmarketing.com) and he will answer it here)

**“I’ve heard you talk about test marketing. What is it and how can it help me? Edna Ackerman**

One use of test marketing is to find out if your product offering meets the needs of, and is saleable to, prospective buyers. It can confirm the value of your existing content and design, or provide feedback on ways to improve them before going into full production.

Digital printing has made test marketing much more viable for independent publishers. With it, you can produce a small number of books to test under a variety of conditions for a variety of purposes. The market feedback that you accrue before printing a full production run should yield many benefits.

- Get information to create more accurate and persuasive proposals and improve your negotiation positions.
- Discover inventive uses of your content, perhaps delivering it in a different format.
- Implement a product-placement strategy by using a brand name for an item in your fiction or non-fiction book. Then go to that manufacturer seeking sponsorship or a pre-publication order. If your first choice declines, change the brand name and go to another manufacturer.
- Get testimonials. Once people see the quality of your content and production they may be more willing to endorse your book.
- Define potential markets. Visually oriented people are more likely to come up with suggestions for new buyers and reasons for buying after seeing your book.
- Test your website under actual buying conditions. Have people test your shopping cart and give them a free galley or a pdf for doing so.
- Display it at trade shows and get accurate feedback from the people who could use your book as a premium or ad specialty.
- Test order-fulfillment processes. If you choose mail-order marketing as one of your distribution methods, find out how many orders you can (or choose to) manually fulfill and at what point should you utilize a fulfillment company.
- Create a realistic timeline for putting your promotion plans into action. People buy according to their schedules, not yours. You may have an aggressive forecast, but it is meaningless if it does not reflect the buying patterns of your prospects. A good example is the academic market. If your book is released in September it is too late for schools to adopt it for that school year.
- Evaluate your pricing. Any price is too high if people do not see the value in the product purchased. As people see what you have to offer they can give you more accurate feedback on the price you have chosen.
- Calculate a more accurate forecast. As a general rule of thumb, print to order not for inventory.
- Discover new sales opportunities in unexpected places. Throughout *How To Make Real Money Selling Books* are examples of authors and publishers who did that, and you can do the same.
- Get feedback on translations. If you have one of your titles translated into a foreign language, show it to people familiar with marketing books in that language to evaluate the accuracy of the translation.

Use test marketing to discover manuscript improvements, get testimonials, evaluate cover designs and page layouts, get accurate cost information, create “buzz,” build a platform and assess your marketing plans. Leave your ego out of the analysis, take criticism constructively, evaluate the comments objectively, make the changes you believe are warranted and you should publish a book that is more likely to succeed.

## 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 BSU-121: How to Get Started in The Audio Process by Becky Parker Geist. 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](mailto:guy@msgpromo.com))



You will run across varied personalities on your path to negotiating large-quantity sales of your books to corporate buyers. Some of these people will have a hidden agenda when dealing openly in front of their colleagues, and they may assume a more confrontational behavior. This may result from a desire to perpetuate -- or establish -- a reputation as “playing hardball,” and not compromising easily.

They view a negotiation as a zero-sum pie, i.e. “your gain is my loss.” It’s difficult to work under these conditions because it is politically incorrect to point out another’s irrational bias. Try to manage the tension between *cooperative* actions needed to create value and *competitive* ones needed to claim it. In essence, the pie must be both expanded and divided.

Negotiating large-quantity sales generally involves give-and-take on both sides. You each begin with your initial position, and then compromise gradually until you find a mutually acceptable middle ground.

Contact Guy Achtzehn at The Promotional Bookstore, [guy@msgpromo.com](mailto: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



“When buyers don’t know the true value of the products they’re looking for, they rely on existing information (promotion) to guide them. But when they can figure out the value for a product on their own, they ignore promotion.” Derek Thompson The lesson? People can easily compare prices on the Internet. But if you demonstrate to the buyers the value of your content to them, you don’t compete on price. Plan on doing that.



## Marketing Strategy

Editorial by Brian Jud



TED (Technology, Entertainment, Design) talks are well-known idea-stimulating events. CEO Chris Anderson expanded the service to counteract flat revenue growth. He is conducting corporate conferences that look like the originals. He created customized talks for Marriott guests to watch in their hotel rooms. He is teaching public-speaking courses, and more (Fortune).

Book publishers can mimic this revenue-building strategy by expanding beyond their core business. Show buyers in corporations, associations, schools, the military and government agencies how they can use your book as a promotional item, using your content to help them increase sales, motivate employees, attract new members, etc. In doing so you can grow your sales, revenue and profits. APSS ([www.bookapss.org](http://www.bookapss.org)) can help.

## 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>)

Most mass-market paperback rights are sold for a term of five years to seven years. Other rights might be sold for the life of the copyright. Others, such as serial rights, are only for one-time use.

## You're On The Air

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment, the company that produces and distributes talk programming for Jim Bohannon)

*People respect those who are discrete and style themselves in a good-mannered way. Over-promoting yourself is a negative on a radio talk show.*

## Artisanal Prose – Adele M. Annesi

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

### “The Use of Rest in Fiction”

In today's busy world, no less the world of fiction, writers are always looking to up the stakes for their stories and characters, yet there's something to be said for moments of rest.

A moment of rest in a short story or novel is a moment where the writer gives the reader time to pause and reflect on an element of the story, a character or both. Such moments offer a deeper dive into an aspect of the work from within and give the reader time to better appreciate the read, especially when a lot is happening or when the characters are many or diverse.

So how are such moments created? One general principle is the use of detail: about the setting, a character or a point of plot. Such details — the slanting sunlight through a forest glade, the softness in a lover's eyes or the rumble of thunder heard by a child awaiting a parent's return — actually give the reader's mind a rest, as one might pause and appreciate a moment of beauty.

*Submit your writing query to [a.annesi@sbcglobal.net](mailto: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)

Over 1,000,000 ISBNs were issued last year and most of those authors want to get on bookstore shelves. The problem is, there is limited shelf space available. You may find it more profitable to find non-bookstore opportunities. Here are some of the benefits that could accrue from non-bookstore marketing:

**Increased sales and revenue.** Increase your sales in a marketplace larger than the bookstore market

**Recurring revenue.** Your customers may place recurring orders.

**Lower acquisition costs.** Selling to an existing customer is less expensive than it is to acquire another customer.

**Lower unit costs.** The greater the quantity in which you print, the lower your unit cost will be.

**Increased profitability** naturally follows, since the lower your unit cost the greater your profitability at the same selling price.

**Less competition.** When you make a sales call on corporate buyers you have their undivided attention.



**This is a photo inside a bookstore. Is this where you want your books to be sold?**

**Less discounting.** Buyers usually do not have immediate access to competitive pricing.

**Fewer returns.** Most non-retail buyers do not expect to return books.

**Negotiable terms.** You may increase your flexibility in negotiations since discounts are not fixed.

**Improved cash flow.** Most corporations pay in 30 to 60 days.

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

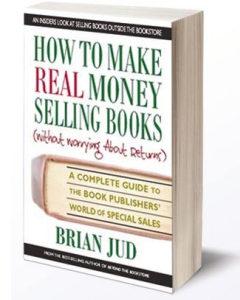
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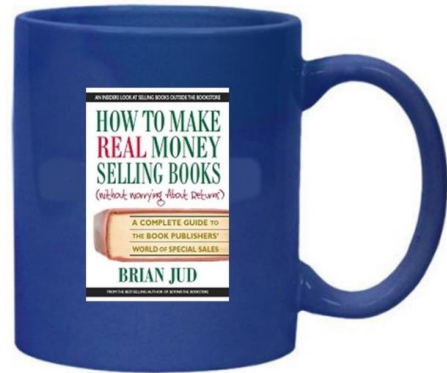
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway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



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## **Contact Information for Brian Jud**

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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](http://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](http://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](http://www.bookapss.org)), a media trainer, frequent speaker at publishing events and creator of the Book Selling University ([www.booksellinguniversity.com](http://www.booksellinguniversity.com)). Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>