

Here is your January 6 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, Rick Frishman, Roger C. Parker 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 20, Issue 1 Number 448 January 6, 2020

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.  
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Top inquiries from the salespeople  
for the week ending 1/3/20

<u>Title</u>	<u>Quantity</u>
<i>Break Bad Habits While/Sleep</i>	250
<i>Golden Reading Habits</i>	700
<i>Inside the Cubicle</i>	980

## News From APSS (The Association of Publishers for Special Sales)



Association of Publishers  
for Special Sales

### Subject: Display your books at the London Book Fair and ALA Midwinter Conference

Have you ever wanted to display your books before thousands of librarians, but didn't want to spend thousands of dollars to do it?

The same goes for The London Book Fair New Title Showcase -- the hub for international rights business during a key buying time for the industry. It gives agents, scouts and publishers the perfect opportunity to see your book on display.

APSS has an agreement with The Combined Book Exhibit® (CBE) to display APSS members' books at both shows.

- Attendees can order your books on the spot.
- All books are displayed face out, visible to all attendees
- You can also provide your own order forms/ promotional materials

- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

American Library Association Midwinter -**Deadline is January 08, 2020** to display your books with the APSS discount

- Print Book Display (per title, per show) - \$140
- Ebook Display (per title, per show) - \$140
- Print/Ebook Combo (per title, per show) - \$175

Subject: Display your book at the London Book Fair New Title Showcase -- save with the APSS discount. **The deadline for London Book Fair New Title Showcase is January 31, 2020.**

- Print Book Display (per title, per show) - \$225
- Ebook Display (per title, per show) - \$225
- Print/Ebook Combo (per title, per show) - \$275

Register now for both exhibits (and many other shows) at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

To Your Success,  
 Brian Jud  
 Executive Director, APSS

**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](mailto:guy@msgpromo.com))



Sales presentations that work include a story. Carmine Gallo (in the “Costco Connection”) has six storytelling rules: Don’t tell a boring story. Do tell a story with a clearly defined villain (could be your prospect’s problem). Don’t pretend you’ve never had to struggle. Do embrace your past and the experiences that define you. Don’t end the story in the middle. Do provide a happy ending (your product as the solution.).

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

**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>)

In the case of most special sales, be prepared to wait as long as six months or more before any final decision is made. Even then, it may be another three to six months before you receive the order. Most catalogs, for instance, work with at least a none-month lead time.

**Think Minimum Instead of Maximum**  
 By Brian Jud



This is the time of year when authors resolve to sell more of their books than they did last year. But “upsurges of enthusiasm in early January are generally followed by flagging commitment in February,” according to an article in the *Wall Street Journal* (“On the Journey to New Habits, Take Tiny Steps,” by BJ Fogg, January 4, 2020, page C3). When people see what needs to be done to sell more books, they often feel they cannot do it and they give up.

Change the way you approach a large opportunity (such as selling books to non-bookstore buyers) by not trying to do too much too quickly. Some people looked at Goliath and thought he was too big to hit. David looked at him and thought he was too big to miss. You might look at the non-bookstore market for books and think, “Is that market big enough to approach, or is it too big?” The answer is *yes*. A special-sales market of \$14 - \$16 billion is too big to pass up. However, it can be too big a market in which to compete profitably -- if you look at it as one goliath market. Divide your special-sales opportunity into manageable segments. The *Wall Street Journal* article gives four steps for a successful shift in behavior.

**Step One: Get motivated.** Pick a behavior that you want to do rather than one you merely feel obligated to do. Do you really want to sell more books? If set SMART goals for yourself this year.

**Stretch** your goal to sell books. Go a little outside your comfort zone by picking up that 200-pound telephone to call a prospective buyer. Successful performance expands your zone little by little.

**Measurable.** Your objective should not be to “sell more books than last year.” In that case, an increase of one book would meet your goal. Be specific in the number of books you want to sell. Also set goals for specific increases in revenue and profits. You can easily sell more printed books if you sell them for \$ .99, but that will not increase your profits.

**Actionable.** Your goal should be in the realm of your abilities. If you don’t have the time, desire or skills to sell to corporate buyers, hire someone to do it for you. Find a distribution partner to sell your books for you to non-bookstore retailers (airport stores, supermarkets, gift shops, etc.)

**Realistic.** A rubber band will break if you stretch it too far. Don’t think in term of millions of books initially, but perhaps a 10% increase over last year. Reach for the stars but keep your feet on the ground.

**Time-oriented.** Set a date to reach your goals. Begin with an annual deadline, but also set an interim goal in six months to monitor your progress and make necessary changes.

**Step Two: Make the step simple and small at first.** Do not look at special sales as a big project requiring you to change your business model overnight. Instead, what is the minimum you can do to get started? Just commit to spending 5 minutes a day for the next week thinking about how a corporation could use your content to help them. How about an association? Could a school use your material? Then next week spend 10 minutes a day searching for potential companies, associations and contacts in the home-school market. In the following write a script to use when calling or emailing buyers. Then make a few calls or send emails. As you begin to experience success your enthusiasm will overtake you and you will launch yourself into a new way of doing business – without giving up the old.

**Step Three: Get a personal prompt, a way to reliably trigger the behavior.** The best way to prompt a new habit is to anchor it to an existing routine in your life. When you read and respond to your emails each morning, send one email to a corporate buyer. Then two, then three...

**Step Four: Celebrate your new habit** so that your brain associates it with positive feelings. When you finally connect with a new buyer after leaving several voicemail messages, feel good about yourself in that exact moment with an internal “Good Job!” or an outward fist pump. The article’s author says, “The more intense the positive emotion, the faster your new behavior will become automatic.”

You probably heard the old joke, “How to you eat an elephant? One bite at a time.” The same concept applies to setting and reaching new goals this year – without giving up. Do not try to so much too soon so that you burn out. Approach the enormous opportunity in non-bookstore sales one bite at a time.

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Brian Jud is the author of *How to Make Real Money Selling Books*, 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)

## Marketing Planning

(Excerpted from Brian Jud’s e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*; [www.bookarketing.com](http://www.bookarketing.com))

Book publishers fail because they focus on the wrong thing. They try to sell their books instead of the content and solving users’ problems. Consider the failed Sony reader. All the creativity that went into its development was undone by a lack of original execution. Sony neglected to enlist the book publishing industry as an ally, a mistake Amazon did not make when it launched the technically inferior but hugely successful Kindle, 14 months later. To make your stellar innovation thrive, approach unconventional partners (promotional-products salespeople), identify underutilized channels (distribution to non-bookstore retailers), and invent new business models (selling direct to business buyers). Put as such creative energy into introducing and delivering offerings as you did into generating them. Sony engineered an elegant device, but Amazon designed an original solution.

## APSS Bi-Weekly Top Ten List

### Ten Things to Quit in 2020

1. Trying to please everybody
2. Worrying about what happened last year
3. Overthinking about how to outperform
4. Thinking you are not good enough
5. Being afraid to be different
6. Thinking you have no purpose
7. Marketing your books like everyone else does
8. Inability to rid yourself of negative thoughts that could be dragging you down
9. Letting the naysayers hold you back
10. Ignoring non-bookstore buyers

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

Is this a quiet time in your business? For many, especially those not in retail, hospitality, travel, or financial services and other fields this is a very quiet time, often right into the first week or two of January. Some of the best ways to use that quiet time may surprise you, based on your personality, how your life is structured overall, and what the past year has been like.

Consider these possibilities and notice what other ideas they trigger.

- Start a product you've been thinking about because you can now concentrate more.
- Cut your typical work day in half to balance getting things done and also relaxing.
- Brainstorm with a colleague, friend, or family member about your business and life.
- Visit someplace locally that you rarely go or have never gone, for fresh perspective.
- Read a publication that interests you that you never make time for otherwise.
- Do the reverse of what you typically do in some way and notice what you discover.
- Finish something you started that you keep hearing yourself think "someday."

As tempting as it might be to think of filling this otherwise quiet time as full as you can if that's your inclination, you may actually accomplish much more in ways you could not have anticipated by taking things slower, opening up time to notice and experience more, and doing things that break your usual routine.

While some of your people may be more reachable because things have slowed up for them, too, they may be less mentally available since they are making the best of a slow time for them. Or it could be the ideal time to explore the possibilities you've been chomping at the bit to discuss with them because they don't have their day fully scheduled.

Their staff is not pulling at them. Their clients are on vacation. Now could be the perfect time to map out a year's worth of business you can do together - booklets to be written and delivered in print and as downloads, audio recordings of parts of your content, teleclasses and webinars to schedule for their staff and clients, a promotional campaign to drip a tip a week on their mailing list, and things you jointly unearth.

It is impossible to know the best approach since one size certainly does not fit all. Based on what is best for you, reach out at whatever level you decide to during this time of year. If you decide to go on a vacation for three or four weeks so you can come back completely refreshed, that's great. If you choose to do a reduced approach during this time, there are others who are mirroring your decision and you'll know that as you contact them.

**ACTION** - Determine what you need, physically, emotionally, financially for the weeks at the end of December and beginning of January. That may be a casual or a more formal decision on your part, and one you may very likely modify as you go. Be sure to do what is best for you, whatever you choose!

## Marketing Strategy

(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*)

**DARE** to do better in 2020:

**Discover** new markets in which to compete.

**Adapt** your marketing plans to better fit your books, personality, goals and resources.

**Rid** yourself of negative thoughts that could be dragging you down.

**Empower** yourself. Don't let the naysayers hold you back. Set your sights on a firm objective and don't let go.

Keep marketing your books with a dogged determination and you will see your sales grow. APSS wishes you success and happiness this year.

**By Brian Feinblum**

**Chief Marketing Officer, SVP at Media Connect, a div. of Finn Partners**

<https://bookmarketingbuzzblog.blogspot.com/2019/>



What's Your Book Marketing Angle?

You want to get media coverage for your book, right? First you need to identify what it is that you have to offer and you better have good answers to the questions below.

Are you really selling to the news media? Is it:

News to Use  
Human Interest  
Analysis  
Opinion and Rant  
Inspiration  
Speculation  
How-To  
Research Data  
Humor and Satire  
Resources and Lists

What can you say that others cannot?

What do you know or understand that few or no one else does?

What have you experienced that few others have?

What ideas can you voice that are new or unique?

What do people need or want to hear that you can share?

Where is there a void that needs filling?

What perspectives can you share that are stated in a way few others can express?

Take what is unique, best, first, and interesting and sell it!!

## 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-130: How to Create Your Personal Brand, by Carol McManus. See it and more at <https://bit.ly/2IAQn55> View it up to 5 times

## 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))



This week's message is "One Idea Well Executed Can Change Your Life Forever." I encourage you to start today preparing your 18-month (one G-Curve) goals. These will be goals you are committed to achieving by using the six areas of life.

Spiritual  
Health and Wellness  
Relationships  
Emotional

Professional and Intellectual  
Financial

You must write these goals in specific and measurable terms and then read them aloud a minimum of twice a day, if not 3 or 100 times. These are NOT New Year's resolutions. These are goals. In addition, remember my K. - S.E.E. - A. Do you have the knowledge? (Do you know the key principles?) Do you have enough 'reason'? Do you have a significant Emotional Experience? (How badly do you want to reach them?) Do you have the discipline to put in the creative action necessary to reach your one G-Curve goals? If I could measure these three things, I could quite accurately predict your degree of 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](mailto:BrianJud@Bookmarketing.com) and he will answer it here)

**“What is demographic segmentation?” Charles Nelson**

Perhaps the most popular means of dividing a market is by quantifiable, demographic characteristics such as age, income or gender. People who are of similar ages, genders, educational levels and income brackets may exhibit similar buying habits. You may find your sales efforts more successful if you define your typical buyer by these objective criteria in each category. As an example, if you find that readers of your book are 55+ years of age, you might design the page layout with a larger type size and greater leading.

Consider the market for selling job-search books to unemployed people. Not everyone in that total market has the same career needs, skills or aspirations. There are college students seeking their first position. There are 50+ year-old people with families and greater financial obligations. Women, minorities, blue-collar workers and Latinos all have different needs, require different information and may look for job-search assistance in diverse places. A title describing the basic functions of how to get a job could – and should -- be marketed differently to each segment.

It's not necessary to be too specific. Just know that people who need your book are in a high, medium or low-income bracket. People who are unemployed have little or no income, and may not purchase books. Instead, they seek free job-search information at libraries or from their state departments of labor. Therefore you would aim your sales efforts at libraries and state governments. Students are typically frugal, so you could reach them through their colleges or parents.

Excerpt from *Write Your Book in A Flash*  
*The Paint-By-Numbers System to Write the Book of Your Dreams—Fast!*  
By Dan Janal



**Case Study: Betty's Story**

One of my clients had wanted to write a book for years, but she was stuck. She was good at telling people she wanted to write a book and at showing her passion for the topic. She couldn't wait to tell any new person she met about her idea for a book.

The problem? Betty was bad at writing the book. After months and months of telling people about her dreams of becoming a best-selling author, helping thousands of people, and leading a national movement for her cause, she hadn't written a word.

Betty had knowledge, passion, and vision. But she lacked focus. She couldn't focus on one idea at a time and put those ideas in a logical order so she could write.

A business colleague put us in touch. In our first working session, she told me the book would show people with disabilities how to lead productive lives. She was a case in point, as she overcame problems to lead a successful life, and she wanted other people to feel as empowered as she was. That's a good topic.

As logical as that sounds, she didn't present this information in a logical way. She was all over the place. But that was okay. I took notes and asked questions. Then I organized her thoughts into an outline, complete with chapter headings, subheadings, and placeholders to illustrate her stories.

I sent her the outline. She was delighted. She told me for the first time, she was able to get a handle on her story and could write the book.

She felt relieved because she had a road map to get to her destination.

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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>

**You're On The Air**

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

The biggest fears people have when they come into the studio is that they'll look foolish, that they're not going to know what to do and not know where to put themselves. All you have to worry about is being comfortable. If you're not comfortable, you won't do well answering the questions. Sit down and feel at home. Talk to the interviewer. Ask, "What should I do? Who should I look at?" Ask if everything is in place. They'll tell you.

## The Very Idea (Editorial by Brian Jud)

Bigger is not always better. Your book does not have to be hundreds of pages long for you to cover your topic effectively. Similarly, your literature and press releases should be only long enough to describe the benefits of your content adequately. Form follows function. Your answers to questions during your media performances should be brief and to the point. Your presentations to prospective buyers do not have to be flashy or long – just professional and to the point. Be concise. Make every word count. As the saying goes, *Tell me quick and tell me true, or else, my friend, the heck with you.*



## Helpful Website of the Week – Adele M. Annesi

(Adele is freelance book editor, and a co-author of *Now What? The Creative Writer's Guide to Success After the MFA*. She may be reached at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net))

### Atomic Reach

<http://www.atomicreach.com>

Based in Toronto, Atomic Reach for bloggers uses its specially designed technology to change how people tell stories. It adapts feedback based on the bloggers' audience to help them craft great blog posts.



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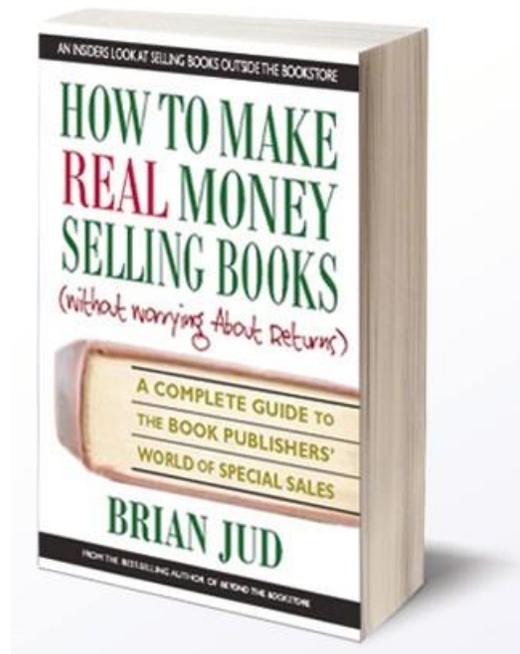
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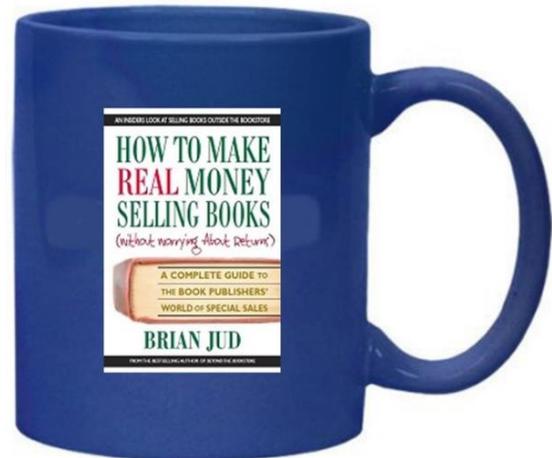


## Increase Your Profits with Sales Promotional Items

Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at [www.bookapss.org/PromoItems.pdf](http://www.bookapss.org/PromoItems.pdf) Find out how you can use promotional items to:

- 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](mailto:guy@msgpromo.com) or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items



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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](http://www.bookmarketing.com)

Brian Jud is the Executive Director of The Association of Publishers for Special Sales (APSS). Join this association for many discounts from major suppliers and many educational programs that can help you sell more books more profitably. Discover more at [www.bookapss.org](http://www.bookapss.org)

He also 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. Find rated lists of suppliers to publishers at [www.bookcentralstation.com](http://www.bookcentralstation.com). Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing.

Brian is the editor of this newsletter. If you have questions, comments or want to contribute a short article, contact him at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com)