

Here is your May 11 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.

This newsletter is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you prefer to have this sent to you as a pdf, please reply with "pdf" in the subject line or body copy. If you no longer wish to receive this -- or if you received it in error -- please reply with "Remove" in the subject line.

All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

[Click here](#) to view this newsletter as a pdf document

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 10 Number 457 May 11, 2020

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

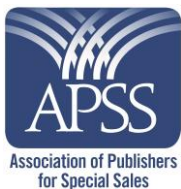
Top inquiries from the salespeople for the week ending 5/8/20

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

<u>Title</u>	<u>Quantity</u>
None this week	

BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com

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



APSS Take-Out Marketing Menu – free home delivery

Free APSS virtual meeting, May 16 (10:30am to 11:30 am ET): Panel presentation and opportunity to ask your questions about writing, finding an agent, getting published and book marketing with Chuck Miceli, Dennis Schleicher, Joe Keeney and Brian Jud. Email BrianJud@bookapss.org for the Zoom link

One-On-One Consultation, May 19: (3:00 to 4:30 pm ET): Would you like to have a customized list of buyers for your book? Two special-sales marketing experts will give you a personal, 30-minute consultation. We will point out profitable segments in which to sell your book, creative sales opportunities, and unique marketing ideas. Discover who can buy your book (not just books like yours) so you can more easily sell to them. You will be astounded at the ideas you will get. In fact, if we cannot give you at least five new ways and places to sell your books, we will return your money and pay you \$50. If you would like to have your book be one of the three that receives customized, in-depth strategizing, the fee for APSS members is \$39.95 (\$49.95 for non-members). To register, contact Brian Jud at BrianJud@bookapss.org.

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)



Some publishers believe the key to increased income and profits is to publish more titles. However, the quest for a revolving front list can actually limit your profitability as it depletes your limited resources of time, energy, creativity, attitude and money. Stop thinking in terms of selling *books* and start thinking in terms of delivering information in the form in which buyers want it delivered.

Find out if the people in your target audience want your content, whether fiction or nonfiction, delivered as a book, a booklet, in a 3-ring binder, as a DVD, etc. A book may be the best way to communicate your content, but at least be open to considering new product ideas. An open book and an open mind have a lot in common. They can both stimulate your thinking in unknown areas.

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

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>)

Hustle beats talent when talent doesn't hustle

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)

Write your marketing plan as you would the first draft of your book. Then rewrite. Here is an observation from Chuck Miceli (APSS-CT): "I don't know about others, but for me, the process of planning is an iterative one. I find it is difficult to get started unless I give myself permission to be wrong or inaccurate in my initial answer and just get something down at first. Then I revisit and refine each entry one or more times until I home in on what appears to be a useful answer. That advice might be helpful for perfectionists like me who are dissatisfied with the results at first."

Marketing Strategy

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



A *Wall Street Journal* article about reading picture books with children says, "The collaborative engagement that a child brings to the experience is so vital and productive that reading aloud stimulates optimal patterns of brain development." It goes on to say, "By contrast, fast-paced TV shows have been shown to impair executive function in young children after as little as nine minutes of viewing."

Spotlight on Book Selling University

(All course available for free at www.booksellinguniversity.com)

FREE
COURSES

APSS members may now view all 50+ courses in Book Selling University at no charge. Go to www.booksellinguniversity.com to see a description of each and the bio of the instructor. Or, go to YouTube.com and search for the channel Book Selling University. Subscribe and watch all the courses as many times as you wish for free.

The Very Idea

(Editorial by Brian Jud)

Some authors immediately try to launch a new title nationally. But given a limited budget, it is unlikely that they will get the reach and frequency of hits on prospective buyers to reach the tipping point, getting them to buy in sufficient quantities. Frustrated and out of money, they give up. There is an alternative, and it is called a *roll out*. Here, you start locally, expand regionally and then, as finances, experience and demand dictate, nationally. There are many advantages to this strategy, among them are:

- Generate revenue to support future promotion
- Get references and endorsements
- Get local reviews to build credibility
- Test promotion themes and build momentum
- Find the right product form
- See if your pricing is accurate and profitable
- Find opportunities for sales in special markets
- Practice performing on the air
- Establish distribution into each target segment



17 Ways to Excite Agents and Editors About Your Book

By Michael Larsen, Larsen-Pomada Literary Agents / larsenpomada.com / larsenpoma@aol.com

1. Your Professionalism
2. Your query letter
3. Your idea
4. How timely your idea is
5. Your writing
6. Telling them how many competing books you've read, how many drafts you've done, and how many knowledgeable readers have given you feedback
7. Your first page
8. You
9. Your credentials
10. Your communities
11. Your platform
12. Your test-marketing
13. Your promotion plan
14. Your book's promotion potential
15. The markets for your book
16. Your future books
17. Your pitch

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)



Submitted by Dr. Roger Hall: Kickstart Your Brain Habits

What is the key to succeeding at anything you want to achieve? As a business psychologist, I've seen many people try to tackle problems the same way. It doesn't matter what they want to succeed at - increasing revenue, creating a more positive work environment, improving time management, or personal goals like saving money or losing weight. To accomplish anything, you must first change your thinking.

When I coach people, they often tell me that they've been learning more about what they want to do or have been trying to adopt new behaviors to achieve their goals. Maybe they plan to implement a new business strategy or start a fad diet. But how often does it work? The majority of New Year's resolutions fail, and it's for the same reason. People don't accomplish their goals because they're trying to change their behavior. Changing behavior is incredibly difficult.

Behavior Comes From Thoughts

Did you ever wonder where your behavior comes from? Behavior patterns stem from thinking patterns. Rather than searching for motivation or learning more about how to accomplish your goal, you need to address the root of the problem. There's one skill that incredibly productive, successful people tend to have in common: mental discipline. Once you learn mental discipline, it will be easier to accomplish anything, and you'll be able to tackle your goals faster. To do so, you must learn to monitor and manage your thinking.

Your brain is divided into several sections. The prefrontal cortex is where you do your thinking, and that part of the brain is able to control your emotions, which are in the limbic system. The limbic system can then limit and control the brainstem, therefore controlling your behavior. So your thoughts can control your emotions, which can control your behavior. That's why it's so difficult to change behavior without changing thoughts first. Changing your thoughts isn't easy, either, but it's possible because of neuroplasticity, the ability of your brain to change as it learns and reacts to things in the environment. Successful people use neuroplasticity to their advantage by training their thoughts to be more productive.

Monitor Your Thinking

Most people are unaware of the way they think. They let their brains wander in a stream of consciousness and don't spend much time examining the way their thoughts work or how their thoughts affect their behaviors. But if you spent a few minutes each day quietly, you'd become aware of your thought patterns and learn to control them. There are many names for this practice. Some people call it mindfulness; some call it meditation. It doesn't matter what you call it, but you need to take the time to examine your thoughts, monitor, and manage them.

It's important to monitor and manage your thoughts so that you can identify lies that you're telling yourself, excuses, and unproductive thought patterns. Then, when you notice them, turn them into productive thoughts. Maybe you talk yourself down in your head. If you can turn that around and change your thoughts, you can become more confident in yourself and your ability to achieve whatever you want. People who have mastered this skill are successful because they become more resilient. They stick with a problem longer and don't give up. And that's critical to success.

Try This Thinking Exercise

So how do you monitor and manage your thinking? Throughout your day, take notice of negative or unproductive thoughts, then stop the thought when you identify it and replace it with a productive one. It takes a lot of practice to become good at this and to make it a habit, but once you learn to do it, you can completely change your thought patterns.

Here's an exercise I often give to my clients: Get a small pad of paper, a pencil, and an alarm, and carry these things with you throughout the day. Set the alarm to go off every hour for ten hours. Every time the alarm goes off, quickly jot down whatever thought is on the top of your mind. Do this for a week. Then you'll have a long list of short thoughts, and you'll be able to see patterns emerge.

The thoughts you've written down will give you a better perspective of your thinking patterns to help you change them. Reflect on your thoughts and continue to notice your thinking patterns. By doing this, you are practicing monitoring and managing your thoughts.

With practice, you'll become more aware of your thought patterns, and as you learn to control your thoughts, you'll be able to control your behaviors so you can accomplish anything easier and faster than you did before.

You're On The Air

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

I ask the author to outline his or her credentials right away so my listeners know you went to Harvard or spent X years researching. It builds the author's credibility.

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)

Chronicling America

<http://chroniclingamerica.loc.gov>

Sponsored by the National Endowment for the Humanities and the Library of Congress, this site enables you to search America's historic newspaper pages from 1836 to 1922. You can also use the U.S. Newspaper Directory to find information about newspapers published from 1690 to today. All in all, this is a great research tool to add authenticity to your writing project.



APSS Bi-Weekly Top Ten List

Kimo Krogfoss, a philosophy professor living in Hawaii, came up with these rules for living.

1. Tell the truth -- there's less to remember.
2. Speak softly and wear a loud shirt.
3. Goals are deceptive -- the un-aimed arrow never misses.
4. He who dies with the most toys -- still dies.
5. Age is relative -- when you are over-the-hill, you pick up speed.
6. There are two ways to be rich -- make more or desire less.
7. Beauty is internal -- looks mean nothing.
8. No rain -- no rainbows.
9. Never judge a day by the weather.
10. The best things in life aren't things.

Answers to Your Questions About Non-Bookstore Marketing (If you have a question about selling books to non-bookstore buyer, send it to Brian answer it here)

“Baker & Taylor is a well-known library wholesaler, but are there other distribution options to niche libraries?” Brady Phelps

Yes, there are several options for distribution to niche libraries, and here are a few:

Emery-Pratt Company is a book distributor to academic, public and hospital libraries; 1966 West Main Street, Owosso, MI 48867-1372; Phone: 517-723-5291, 1-800-248-3887
<http://www.emery-pratt.com/>

Matthews Medical Book Company, 11559 Rock Island Court, Maryland Heights, MO 63043; Phone: 314-432-1400, 1-800-633-2665, www.mattmccoy.com

Rittenhouse Book Distributors Inc. provides retailers, libraries and other businesses with print and electronic books in the fields of medicine, nursing and allied health from the leading health sciences publishers. <http://www.rittenhouse.com/>

Reinvent Your Publishing Company for Sustained Growth

By Brian Jud

One difficulty that inhibits the growth of book-publishing companies is that they think of themselves as book-publishing companies, selling books through bookstores (bricks and clicks) and to perhaps to libraries. However, the advent of Amazon.com, ebooks, social media and more demanding customer expectations challenges that philosophy.

As a publishing-company executive seeking long-term growth, you have an obligation to re-examine your business model and deploy your marketing capabilities in ways that create competitive advantage and long-term growth. Thus, you are confronted daily with the mission of running vs. reinventing your firm. It is not a situation facing only book publishers. The *Wall Street Journal* is cutting jobs and investing in new areas in a move seen as “the latest sign of how traditional news organizations are racing to transform themselves.”

In most publishing companies the business model is a fixed axis around which the company revolves. It is often established as a default position rather than a calculated decision and is rarely altered. Consequently, the marketing systems that support it remain static. If deviations occur, they typically focus on product offerings within the existing business model as the company leans on its established recipe for success.

As an alternative to “the way we’ve always done business,” consider recalibrating your business model to respond to -- and compete more successfully in -- a changing environment.

Amazon.com provides a good example of how revising and updating a business model can place a company in a better position to exploit opportunities and maximize long-term sales, revenue and profits.

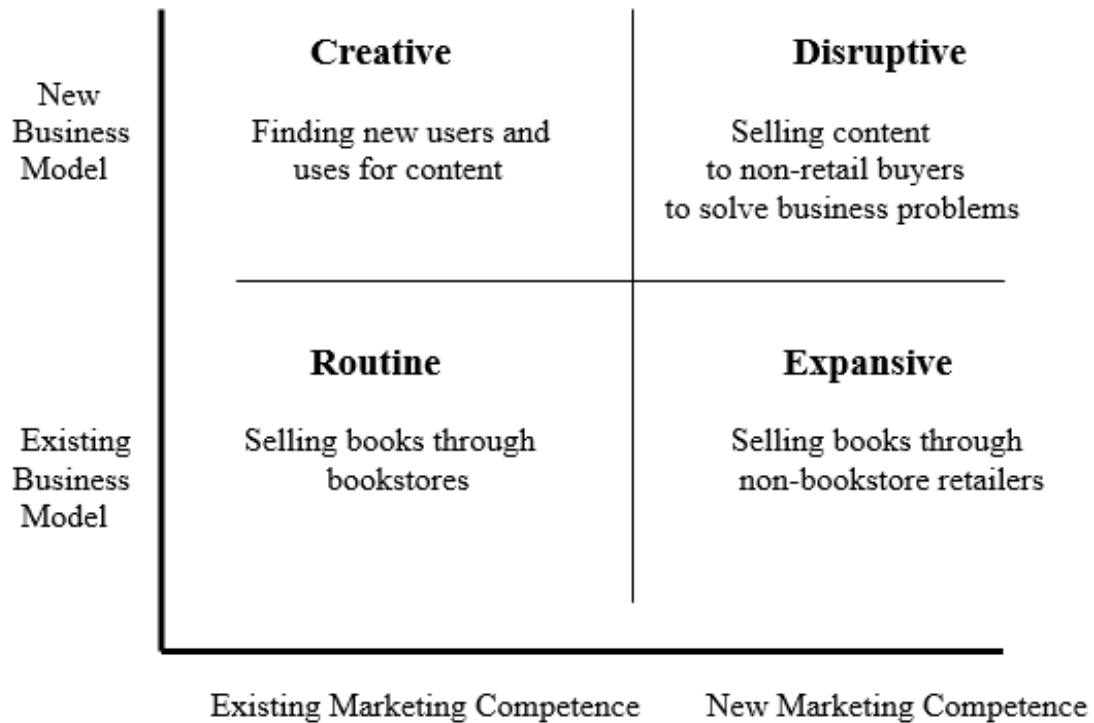
Jeff Bezos founded Amazon.com in 1994 with the goal of using the Internet to revolutionize the way in which books were sold. As time went on, he recognized that his early model would not sustain the growth he desired. Around 1998 Amazon expanded from books into music, video and games. These were logical modifications of Amazon’s business model since they utilized the same logistics capabilities that books did. In 2005 Amazon introduced Amazon Prime. During this time period, Amazon ventured into on-demand book publishing with CreateSpace.

Still driven to update its business model, Amazon began expanding into computing services, including storage and cloud computing. This move demonstrated the fact that focused business models are most effective when they appeal to distinct market segments with clearly differentiated needs. Most recently, Amazon is investigating an app that would pay ordinary citizens to drop off packages instead of shipping with UPS.

The growth of Amazon.com from one person’s idea into an enormous retail juggernaut was the result of regular, strategic adaptation to market changes and evolutionary opportunities. In other words, they re-evaluated and modified their business model. You can do the same.

You do not have to make enormous changes to your current model to exploit opportunities. All you may need is little exploration into different ways of reaching existing and potential buyers. For example, in addition to selling books only through book retailers and to libraries, you could generate sales to corporations, associations, and schools. There are also non-bookstore retailers through which you could sell your products. These include gift shops, airport stores, military exchanges, supermarkets and specialty stores.

There are two elements on which to focus when creating a new business strategy: your business model and your marketing competence. Here is a matrix that points out how you can exploit these two variables to adapt your basic organization and reinvent your publishing company.



Routine book marketing (Existing Business Model and Existing Marketing Competence). The most widely practiced book-marketing strategy is to sell books through chain and independent bookstores, either physical or online. Selling books to libraries is included in this category. The focus is on unit sales sold to the general public.

Most independent publishers operate in this quadrant, competing for shelf space, customers' wallets and media time. Books may be sold directly through online stores, but sales in brick-and-mortar stores are typically sold through a network of distributors and/or wholesalers. Unsold books may be returned for credit, and payment is generally made to the publisher in 90 – 120 days. Mass communication is conducted through publicity, reviews and social media, as well as media appearances and placement.

Expansive book marketing (Existing Business Model and New Marketing Competence). Some publishers seek to grow their businesses without significantly changing their routine business model. In this case they move to increase their unit sales by selling through non-bookstore retailers. Examples are gift shops, supermarkets, airport stores, military exchanges and specialty retailers. The business model is similar to routine book marketing.

However, this growth strategy requires additional marketing competence, since publishers must adopt a more-targeted marketing strategy, focusing on selling through outlets that attract potential buyers who are increasingly likely to want the book's content. Additionally, the publisher may need to find and work with new distribution partners. Publishers' representatives make sales calls on retail buyers to promote the use of their books as premiums. For example, a retailer selling gas grills may give a barbeque cookbook with each grill as gift with purchase. Promotion is expanded to include more targeted publicity, advertising and sales promotion.

Creative book marketing (New Business Model and Existing Marketing Competence). Some more-adventuresome publishers are willing to move outside their comfort zone to focus on increasing revenue. They put their toe in the water by experimenting with a new business model, but do not have to significantly increase their marketing competence.

In creative book marketing, publishers can find new users and uses for their existing products (printed and ebooks), or sell their content in different forms. New distribution channels may be necessary, but traditional marketing techniques suffice.

For instance, a publisher selling job-search books in routine fashion could sell them to prison libraries and through college bookstores and military exchanges. Similarly, publishers could sell existing content in a different form through new or existing channels. An example would be adding a DVD to a cookbook, demonstrating the techniques described in the book.

Disruptive book marketing (New Business Model and New Marketing Competence). Publishers seeking greater sales, revenue and profits will disrupt their existing business activities and delve into the world of non-retail selling. Here, books are not sold off the shelf, but are sold to buyers in businesses, associations, schools and government agencies who use your books to solve a business problem. This is a parallel marketing strategy that does not replace work in the other three quadrants, but augments it.

For example, a marketing manager may want to increase sales of a product. You would demonstrate how giving your book away as a gift with purchase could do that. Associations want to increase revenue. Align your content with their cause for a cooperative marketing effort. Then show them how they could use your book as a fundraiser, or as a gift (premium) to people who join or renew their membership.

Disruptive marketing requires a new business model because there are no existing distributors or wholesalers to these end users. Your representative calls on people who purchase content -- the information in the books -- rather than books per se. Your representative finds the potential buyers, prepares and presents a proposal and then negotiates the sale.

Conclusion

There are ways to grow your publishing business without disrupting your existing comfort zone with drastic changes in your business model. Nor do you have to stretch the limits of your marketing competence. Change and expansion can be evolutionary rather than revolutionary. Simply be aware of the different growth paths and investigate potential opportunities.

Brian Jud is the Executive Director of the Association of Publishers for Special Sales (APSS – www.bookapss.org) and author of *How to Make Real Money Selling Books* and *Beyond the Bookstore*. Contact Brian at brianjud@bookmarketing.com or www.premiumbookcompany.com and twitter @bookmarketing

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



Create Book and Chapter Titles—Sam Horn Method

You must create cool-sounding titles for your book and chapter headings. After all, chapter 2 and chapter 5 are not compelling titles.

Sam Horn, author of *POP: Create the Perfect Pitch, Title, and Tag Line for Anything*, has a terrific formula for creating book titles and chapter titles. She likes to link your topic and your hobby. It's a clever idea, and it could work for you.

Here's an example: Let's say you are a financial planner and an avid golfer. Think of the sayings about golf. For example, going for the green, take a mulligan, driving for the distance, the eighteenth green, hole in one. Each phrase could turn into a title relating to financial planning. For example, —Going for the Green: How to Turn Your Savings into a Gold Mine. That sounds better than —How to Turn Your Savings into a Gold Mine. This technique gives your book a personality.

I used this exercise in my book. My original chapter titles stunk. I created the paint-by-numbers idea and realized I love art. I brainstormed art terms, went online, and searched for other art terms. I wrote them down. Then I let my creativity flow. The chapter titles you see came from that exercise. Some are great. Some are good. I cut ones that stunk. *Release Your Inner Rembrandt?* Nope. If your titles are too cute, you may please yourself with your wit, but you could turn off readers.

My coaching client Stephanie Freeth used this technique to create this wonderful title based on her love of dancing: *The Nonprofit Strategy Tango: I lead, you follow and together we create your nonprofit's next strategic plan*. Her chapter headings included:

- Are you ready to dance? Getting ready for strategic planning
- Envisioning your next production (mission, values and financial sustainability)
- Choreographing your steps (goals, objectives, strategies)
- The technical rehearsal (reaching initial consensus)
- The dress rehearsal (allocating resources, measuring success, approving the plan)
- Post planning: your show is in production with a 3–5 year run (implementation and accountability).

If she can do this for a business topic, can't you?

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>

Valuing Your Intellectual Property
by Jeff Davidson, MBA, CMC



Have you ever stopped to think that you have valuable property right on your hard drive? Undoubtedly, you have a variety of notes that you have taken over the years arranged in various categories. You have written scores of articles. In support of your clients or customers, you may have developed forms that enable them to easily transact business. You may also have a variety of presentations and slides such as those created with programs including PowerPoint, as well as charts, exhibits, graphs, and other items that constitute materials for participants at your

presentations.

On top of all these items, it is likely that you have boiler plate material for contracts and agreements. There may be carefully worked boiler plate letters that you adapt based on the particular situation at hand, and other templates, rosters, and check lists that represent value, the likes of which you may not have recently, or ever, contemplated.

What about your data base? If you have 1,000 or 10,000 names, these represent intellectual property of sorts – marketing intelligence, in this case. Elsewhere on your hard drive, you may have proprietary photographs, files containing logos and/or trademark materials, as well as formulas, processes, even material that represents trade secrets. You may have data, notes, or material on specific industries, trend information, quotes, or collections.

Given the highly likely probability that your hard drive examined in this new light contains a wealth of intellectual properties, how are you protecting your property?

- * Do you have a well-developed and often practiced back-up routine to save and store your valuable files?
- * Do you have security measures in place so that unauthorized individuals are not privy to them?
- * Do you have a confidentiality policy and trade secret policy prepared, which mandates that any staff you may have are required to sign a written notice acknowledging that they have read and understood such policies?
- * Do you execute work for higher agreements so that it is clear to all participating parties that work you authorize and pay for shall become and remain solely your property?

The more valuable your intellectual property, be it on your hard drive, or any place in your office, the more important it is to safeguard your belongings.

Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information.

By Brian Feinblum

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

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



Why Authors Should Never Assume Anything About Book Marketing

“Never assume,” pronounced Felix to Oscar, his roommate in the 1970s TV comedy, *The Odd Couple*. “Because you will make an ass out of you and me.”

Truer words were never spoken, but sadly, we operate under many assumptions, often at our peril. The book marketing world has its share of assumptions that are unwisely followed or acted upon – and the result is not very good.

Here are some common assumptions or assertions that authors make regarding book publicity and marketing – all mistaken, misinformed, or just plain old stupid:

“I can’t afford to promote my book.”

Well, you can’t afford not to!

“All of the news media is bought and paid for.”

No, traditional, legit media outlets neither pay for media interviews nor are they required to be paid. However, there is a growing list of some local media outlets that are charging for airtime. Technically, this is advertising and has to be identified as such. Further, there are some book review outlets, both in print and online, that charge a fee for a review – without a guarantee of being a positive one.

“A great book sells itself.”

Unfortunately, a great book is just the starting point, not the end-all, be-all. No one will know it is a great book unless you market it.

“I just need an influencer to post about me.”

Sounds good, but it is not easy to obtain. It is hard to track them down or give them a reason to post about you unless you pay them a big bucket of money. A sponsored post gives you third-party validation, at a price, but it alone doesn’t make you a star. You still need to market yourself.

“There’s no book out there like my book.”

Think again. There are plenty, many of them just as good or better than yours. And if there is no other book like yours, that might be a sign that there is no market for yours.

“The media has lots of air time, digital space, and empty pages to fill.”

They are not looking for you. They get plenty of queries and story ideas from other authors – and non-book experts like actors, musicians, politicians, businesses, non-profits, etc. Don’t think for a moment that they are desperate for you.

“All that is needed to promote a book is my own blog, podcast, and social media posts.”

Though it is helpful to have a solid and growing social media platform, that alone is not enough to market your book. You need to also explore other areas, from traditional media, to speaking, to advertising, to networking.

“A good road tour can sell lots of books.”

That used to be the case but now travelling to multiple cities and setting up speaking engagements doesn’t always have a payoff, given the costs and time invested. However, a small, localized road tour could be useful. Think of places you can travel to in a day by car – and then back. No hotel.

“Everything is done online – traditional media is dead.”

Totally not true, even though it seems our lives are all tucked into a little hand-held box. Bigger, traditional media has a presence online, but they are real, physical places – newspapers, magazines, television shows, radio shows – and they are still relevant and important.

“My book is better than (name a best-seller) and should get more media coverage.”

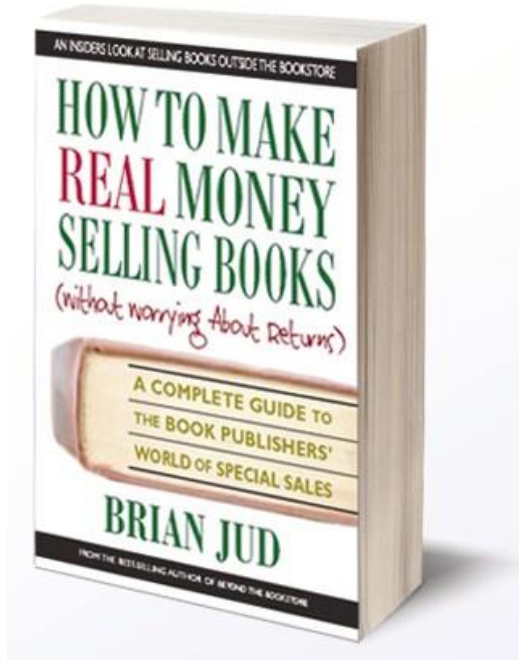
**Sell more books, more profitably to
non-bookstore buyers**

**The most current and complete
resource for increasing your sales and
profits in non-bookstore markets.**

**The ultimate do-it-yourself guide to
selling your books in large quantities
with no returns. Not just who to
contact, but when and how.**

\$24.95

[Order now](#)



Do you need a jump-start to get your sales moving?

Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

Sell more books
Beat your competition
Become more profitable
Sell in untapped, lucrative markets
Minimize -- if not eliminate -- returns

[Click here for more information.](#)

Do You Want to Increase Your Sales, Revenue and Profits?

**A one-day workshop *in your office* -- customized to your titles --
shows your staff how to make
large-quantity sales**

Learn more!

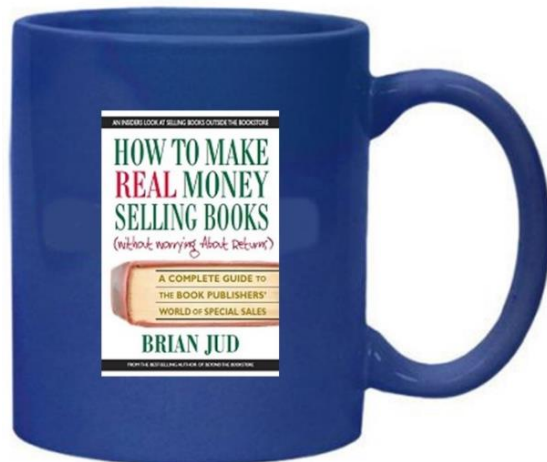


Increase Your Profits with Sales Promotional Items

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 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 or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items



Check out the [Writers and Publishers Bookstore](http://www.writersandpublishersbookstore.com) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

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 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

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

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. 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