

Here is your May 25 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 20, Issue 11 Number 458 May 25, 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 5/22/20

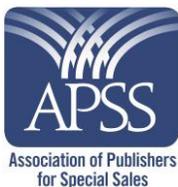
We sell your books. We pay shipping. All non-returnable.

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

[BrianJud@premiumbookcompany.com](mailto:BrianJud@premiumbookcompany.com)

Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

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



Two parts of the APSS Marketing Take-Out Menu (with free home delivery) are open Q&A sessions every Tuesday (3:00 – 4:00pm ET) and Thursday (Noon – 1:00 pm ET). Brian Jud will answer your questions about non-bookstore marketing, and book marketing in general. Join him either or both days for a free consultation if you are the only one on the line. Email [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org) for the links

## 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))



Do you think that people don't read advertising? I can guarantee that you will read every word of a full-page ad in any newspaper or magazine if the headline says, "Everything you wanted to know about (your name)." Lead with what is important to your target readers and they will read every word of what you have to say.

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>)

When negotiating for first serial rights, you should consider what price to ask. You don't want to price your book out of the market, but at the same time you want to get a fair price. Here are a few guidelines to use in determining your price:

- 1) The higher the circulation of the periodical, the more it can generally afford to pay.
- 2) How much of your book do they want to excerpt?
- 3) Does the publication want exclusive rights to the entire book or to just part?
- 4) For how long do they want exclusivity?
- 5) Syndication rights should sell for more than first serial rights to one publication.

## 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))



Do you remember the 4 Ps of marketing from your college classes: Product, Place, Price and Promotion? These are all aimed at target buyers. But those look at marketing from the seller's perspective. Instead, think of your Customers (instead of target) from the perspective of the 4 Cs of book marketing. Instead of Place, think Convenience (location, location, location). Have your books available where your target buyers shop (airport stores, supermarkets, gift shops, etc.) rather than only where you want to sell them (i.e., bookstores). Content (v Product) recognizes that people buy what you have to say, not the physical book. Communication that engages your prospective customers (and gets them to act) rather than promoting at them. And Cost (v price) is what buyers consider, especially in non-retail sales (corporations, associations, military, etc.)

## Marketing Strategy

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



Hear the knock of opportunity. A leading school did a study that showed that its graduates performed well at first, but in ten years they were overtaken by a more streetwise, pragmatic group. The reason, according to the professor who ran the study was, "We taught them how to solve problems, not recognize opportunities." Where do/could you hear opportunity knocking? Could it be in selling your books to non-bookstore buyers?

## Spotlight on Book Selling University

(All course available for free at [www.booksellinguniversity.com](http://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](http://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)

There may be a benefit for you to launch your book or conduct a marketing campaign near a major holiday or during a special marketing period – such as Memorial Day.

Did you know that June is Aquarium Month, Candy Month, Dairy Month, Fight the Filthy Fly Month, Gay Pride Month, National Accordion Awareness Month, National Adopt a Cat Month, National Fresh Fruit and Vegetables Month, Rose Month and Turkey Lovers Month?

If your book is on one of these topics you could create a campaign around that theme. Find many more such important dates for every month of the year at [www.holidayinsights.com](http://www.holidayinsights.com) and tie in with one to get some extra media exposure for your book.



## Brian Feinblum

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

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



## Can You Market Books With Just 8 Words?

Let's say you have just published a great book. Let's also say you have an interesting background story. Let's even assume you have an interesting, empowering, timely message to share. So what? How will you convey this to others in a way that they will take notice?

This is the dilemma of today's author. How do you alert others that you are the real deal, that you have something useful to say, that you are qualified to say it, and that your book is something people should read and care about? You get eight words to make an impression. That's right. You read that correctly. Eight words, that is it.

Now why would all of your life's work, dreams, and precious book be reduced to just eight little words? Because that is the length of your email subject line. It is the length of a headline. It is the length of the first sentence of a tweet or Facebook post. People don't read beyond that if those first eight words don't lure them in and make an impression. So how the heck do you take an 80,000-word book and reduce it to a mere eight words? Carefully.

Look at it as a game, like doing a word jumble, crossword puzzle, or a sudoku. You have this valuable piece of real estate that you must use wisely. There is a Feng Shui to words – how they look and sound, their size, their meaning, their connotation, and their arrangement. Find the way to one's mind, heart, or soul with the right string of eight words.

Your eight-word statement needs impact and power. Is it action-oriented? Does it raise one's curiosity? Does it make the reader feel a certain way, perhaps conjure up certain visions? Does it spark anger, fear, humor, or desire?

What should those eight words emphasize? What is it that you can say in just a few words that will open the doors for the reader to want to know more, to want to continue reading the rest of the email, story, tweet, FB post, or press release?

They say the first line of a book, especially a novel, needs to be so strong that it grips the reader and invites him or her in. Well, you need that kind of fireworks power with your subject line. If you want someone to click on what you offer, you have two things to work with: your subject line and a strong visual.

Things need to be short and sweet. The sizzle sells the steak – not the taste. They won't taste what doesn't smell or look enticing. Write some mouth-watering text that forces readers to be consumed by what you are offering.

So what does a bad subject line look like? They usually:

- Are generic and sound bland
- Fail to lead the reader to feel involved
- Don't sound urgent or exciting
- Lack purpose, passion, or color
- Sound functional but lack style

Great subject lines will:

- Use action-oriented words
- Make a powerful statement and declaration
- Ask an interesting question that people are curious about
- Use purposeful punctuation like a question mark or exclamation mark
- Uses the future or present tense
- Place the words in the right order of appearance so the emphasis is on the right thing

It sounds crazy that your life or writing career comes down to just eight words. One sentence. But it does. So make sure your subject line has punch, mystique, or news – or your email gets ignored and your book dies a quiet death. That is just eight words -- choose them wisely!

***You're On The Air***  
**(Suzi Reynolds, professional media trainer)**

*The more involved your answer, the less involved is your audience. They think, "I can't do all that" and they'll tune you out. Make it sound easy for them.*

**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 have a book that is great for the military, but I don’t feel comfortable talking on the radio or being on TV. Is there a way to get more exposure there with print media?” Earl Tablonski**

It is difficult to promote the sale of your titles with advertising in general print media in the military segment because magazines and newspapers have light penetration into military households. The reason for this is that the military personnel are transient. Local news is not particularly important to them, or if it is, they subscribe to their hometown newspaper. Yet there are still ways to reach this market through military publications. Contact each of the periodicals listed below for media kits with current rate cards. These media can also supply you with up-to-date market information.

*Armed Forces Journal*, Defense News Media Group, 6883 Commercial Drive, Springfield, VA 22159  
703-750-9000; <http://www.afji.com/>

The *Military Times* papers offer over 18 supplements throughout the year, including valuable military resource guides, a special annual historical issue, military healthcare specials and important second career and educational supplements. Visit the *Military Times* online at [www.militarycity.com](http://www.militarycity.com) or at any one of our service specific sites: [www.armytimes.com](http://www.armytimes.com), [www.navytimes.com](http://www.navytimes.com), [www.airforcetimes.com](http://www.airforcetimes.com), [www.marinecorpstimes.com](http://www.marinecorpstimes.com)

*Family Magazine* is the magazine for commissary shoppers, and *Salute Magazine*: the magazine for active duty military (<http://www.familymedia.com>).

*Stars and Stripes* is a newspaper for service members, government civilians and their families in Europe, the Middle East, Africa and the Pacific. Stars and Stripes offer national and international news, sports and opinion columns. The mailing address for the central office is 529 14th Street NW, Suite 350, Washington DC 20045-1301. Phone: (202) 761-0900, Fax: (202) 761-0890; Marketing: [marketing@pstripes.osd.mil](mailto:marketing@pstripes.osd.mil), <http://www.estripes.com/index.asp>.

**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))**



## The One Type of Thought That Holds You Back From Success

Do you consider yourself a pessimist, optimist, or realist? If you consider yourself a realist, I'm sorry to break it to you, but you're really a pessimist. And pessimists are much less likely to succeed at anything they want to achieve than an optimist. Your thoughts have more power than you know. Every action begins with a thought, so the way you think shapes your behavior.

### The Characteristics of Pessimism

You might be a pessimist without even knowing it. It depends on how you react to and think about your circumstances. Below are three types of negative thought patterns. If you find yourself in these thinking patterns often, you're probably a pessimist.

**Permanence.** When you face failure, do you assume it is because of something inherent in you, something permanent that cannot be changed? To an optimist, failures are temporary. You didn't make it this time, but next time you can try harder. **Pervasiveness.** When something negative happens, you extend that negativity to other aspects of your life. If you fail at one activity, you may begin to feel that you are unable to accomplish anything.

To an optimist, failures and negative situations are specific—they see that a failure in one area doesn't affect their performance in any other area.

**Personalization.** This happens when you believe that you're unlucky or that good things don't happen to you. Optimists recognize there's nothing personal about negative events. They know they always make it through in the end. All of these types of negative thoughts are ways that you lie to yourself, and it's pretty evident how these thoughts can harm you. When you don't believe you can achieve anything great, you don't try.

If you tend toward negative thoughts, you don't have to stay that way. If you've been through great struggles in your life or have had little sense of control over circumstances, you might have learned pessimism. This is the same for optimism. You can learn to be optimistic. Certainly there are cases where there is very little you can do to change your circumstances. But optimists tend to weather those parts of life much better than pessimists do.

### The Secret Power of Optimism

Optimists have a much higher chance of success at anything they want to achieve. Because they don't take failures and negative events to heart, they're much more likely to try new things. Optimism also creates something called the illusion of control, which is one of the most powerful psychological tools to help you persevere and succeed. Why would this be helpful? After all, it's just an illusion.

Believing that you have control over a circumstance even if you don't gives you the motivation and patience you need to get through it. It creates a refusal to accept failure. When others give up because they don't see a solution, if you have an illusion of control, you continue to search for a solution.

It can keep you in the game long enough to find a solution or for the situation to change. Learn to Control Your Thoughts to Promote

### Success

If you're a pessimist, don't allow that to define you. Begin taking action now to change the way you think. Whenever you catch yourself thinking a pessimistic thought, stop and ask yourself, "Is this accurate?" Chances are the situation isn't as bad as you think, and all you need is a little optimistic perseverance to get you through. To learn more tips to improve your thinking patterns and achieve more, check out my book *Staying Happy, Being Productive*.

## 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))

### Vox First Person

<http://www.vox.com/2015/6/12/8767221/vox-first-person-explained>

Vox is a general interest news site that devotes a section of its site to personal narratives on key topics. If you have a great story on an important issue, you can pitch it to Vox First Person, which seeks stories from writers of every age, gender, race and political view. They even work with new writers who have an important story but need help turning it into a piece.



## What are the Buyers' Beliefs About Your Book?

Brian Jud

Numerous studies over the years have concluded that people who are certain of their beliefs are more likely to buy, buy sooner and spend more. These findings can help you sell more of your books to corporate buyers.

Viscerally, it makes sense. You are probably more likely to make a purchase if you are confident that you are making the right choice. It is a gut feeling, a sense that you are doing the right thing that makes you comfortable plowing ahead. You can get your buyers to feel the same about you and your book, too. And you can do all that not by using advanced sales techniques, but by being objective, building consensus, reinforcing a positive message and building your credibility.

1. **Objectivity.** Buyers are naturally suspect of a salesperson's pitch. They listen and evaluate your comments in real time. Your words reinforce their beliefs, and they become more confident in their decision – whether to buy or not to buy.

A prospect's default position is skepticism, since most people assume you will present all the good points about your book's content while you ignore or gloss over its drawbacks. If you present it objectively, with a list of its benefits and limitations, buyers are more likely to believe what you are saying and view your pitch favorably.

For example, a list all five-star reviews for your book is less believable than a combination of three, four and five-star reviews. A two-star review might actually be more credible and persuasive if written like this: "This book has unique, valuable information, delivered clearly and completely. However, I found the long list of acknowledgements off-putting."

Similarly, your sales presentation should describe the pros and cons of your proposal, but describe the limitation in a way that is actually a positive feature. For example, a dog-food manufacturer may have a problem with poor sales of its 20-pound bags of dog food.

Begin with a demonstration of how your content can help them increase their sales by including a free copy of your dog-care book I each bag. Follow this by saying, "However, my content does have its limitations. It describes only the nutritional benefits for dogs, and not for other animals." Your limitation becomes a positive factor, increasing their certainty of their mounting optimistic feelings. In any case, do not say, "In all honesty, I should point out..." because your prospects might wonder why you are suddenly becoming "honest." That will reduce their confidence in what you are saying.



2. **Consensus.** Business decision makers, like most people, tend to follow the crowd -- especially if the person leading the crowd is their boss. Get people to play “follow the leader” by helping the top managers validate your proposal and become a favorable influence on the others.

Listen closely to what those people say. If it is positive, get them to repeat or expand upon it. The boss might say, “I can see how that could help us.” Follow up by saying, “In what ways do you mean?” By saying the plural “ways” you are presuming there are more ways than one. Or, if the leader says, “That’s interesting, I never thought of it that way.” You would say, “If we do it like that, how will that be better than the other way?” Note that by saying, “If we do it...” you are including yourself on their team. Now it’s you and them against the competition.

If the comment is negative, you have to turn it around, but not by proving the person wrong. Reduce tension and give some objective proof to the contrary. This will give the naysayers a way to change their mind while saving face. Say something like, “That’s an interesting (not a “good”) point, Ms. Jones, and I’m glad you brought it up. In fact, others have felt that way. But once they became aware of this survey they agreed that it actually demonstrates my point. Does that make sense?” Do not ask people to admit that they were wrong, but that given this new information they can agree that you are correct. You might even take the blame for not introducing the survey before.

3. **Reinforcement.** We marketers know the power of repeating a beneficial message to a target audience. The more people hear it, the more likely they are to remember and act upon it. A related effect occurs when people repeatedly express their own opinions. Not only does it increase their confidence in their views, “it increases their certainty about their position, and therefore, their willingness to promote, defend and act on it.” (*Harvard Business Review*)

You have been asked to make a presentation to a company’s decision makers because one or more people believe that you have a potential solution to their business problem. Ask your allies to introduce you by stating their positive opinions of your content and proposal. That puts their stake in the ground as supporting you. Similarly, as others make affirmative statements, you could say, “Would you please repeat that so everyone can hear you?” As each person states an encouraging comment, it builds your support network one by one.

When you answer a question or respond to an objection, always get confirmation that your reply satisfied them. Ask, “Did I address your concern adequately?” Or, “Do you agree?” Then at the end of your presentation summarize all the points of agreement before asking a committing question. Say, “It seems as if there are no more questions, correct?” Before we conclude, let’s review the major points we have discussed and agreed. First ... “

4. **Build your credibility.** More goes into building buyer’s certainty than your words. The way deliver your message vocally and visually influences their belief that you are (or are not) a credible source of information.

Project assurance in the way you speak. Do not talk too quickly, maintain good volume, enunciate words properly and add inflection when you want people to pay attention to them.

There have been volumes written on the impact of your body language on the way your message is perceived. As a general summary, greet each person with a firm handshake, dress appropriately, sustain eye communication, maintain good posture and make your movement fluid and purposeful.

If you use visual aids, do not depend on them to communicate your message, but to enhance it. Use the proper aid (PowerPoints, handouts, etc.) as needed to maximize your impact and memorability.

Selling books in large quantities to corporate buyers does not require you to be a well-trained, highly skilled salesperson. You can be more successful simply understand human nature. People want to make correct choices, and they need some help from you to make them feel confident that they are doing the right thing by placing an order with you. Be objective in your presentation, build consensus among the decision makers, reinforce their positive comments and build your credibility by making a professional presentation using your best verbal, vocal and visual communication skills.

## APSS Bi-Weekly Top Ten List

In the world of retail sales, books are a commodity item. There is little perceived differentiation in cover, size, content and price among books adjacent to each other on a shelf. Publishers make money by reducing costs and publishing more books every year. But how long can that go on? Here are the **Top Ten Things You Can do to Compete and Grow Profitably Selling Through Retailers.**

1. If you sell to retail buyers (bookstores and others) through a distribution network, work closely with them to support their salespeople and give them information about how your book is different from and better than competitive titles
2. Optimize value at all levels, helping retailers
3. Find new non-retail places to sell your books
4. Offer a high degree of customization of cover and content
5. Work with your printer and suppliers to reduce the cost of producing your book
6. Work with your distribution partners at all levels to find creative solutions to their problems
7. When all that links two companies in a value chain are product and financial flows it is relatively easy to change a supplier (or publisher). There are always different options. But when two companies are linked by mutual value, what was purely a transaction becomes a co-creation fed by trust and loyalty.
8. Make yourself indispensable to your customers and suppliers
9. The direct cost of purchasing your book is a fraction of what your customers spend on a campaign. They pay for storing products, training salespeople, creating marketing literature, etc. Help them design literature, shelf talkers, coupons, etc. Follow through to make sure you did all you said you would, on time and on budget, and let them know you did.
10. Get referrals from clients and use them to expand and increase your sales.

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



## How to Overcome Limiting Beliefs

Here's a wonderful exercise to overcome limiting beliefs. It is based on NLP (neurolinguistic programming).

- Think of a limiting belief and write it in the space below.
- Think of five reasons why this belief is not true and write them in the spaces below.

Here's an example to get you started:

Limiting belief: "I don't have anything to say."

Reason 1. This is not true, because I write a blog every week, so I must have something to say.

Reason 2. This is not true, because people respond to my blogs, so they must like what I say.

Reason 3. This is not true, because meeting planners ask me to speak, so I must have something worth saying.

Reason 4. This is not true, because whenever I make a comment about this topic in a meeting, people give me good feedback.

Reason 5. This is not true, because my blog readers ask me if I'm writing a book.

Now it's your turn.

Limiting belief: I...

Reason 1. —This is not true, because...

Reason 2. —This is not true, because...

Reason 3. —This is not true, because...

Reason 4. —This is not true, because...

Reason 5. —This is not true, because...

Download a printable version of this worksheet at <http://www.WriteYourBookInAFlash.com/worksheets/>

These are actual examples from my book-writing seminars. People just like you have the same issues you have.

By doing these exercises, you will bust those limiting beliefs that hold you back from reaching your potential to help people.

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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>

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## Further Your Career By Getting Published

By Jeff Davidson, MBA, CMC



Years ago, as an employee of a small consulting firm in Vernon, Connecticut, I approached my boss during a slow period in the work week and asked what I could do to help the firm. He suggested writing an article, an activity that would never have occurred to me, a B-student in English composition with no aspirations of writing.

After several false starts, I hit on a simple formula to help me through my first piece. The title of the article was "Ten Tips on Survival for Small Business." The concept was simple. I came up with 10 different tips that would be the start of a paragraph or two. I would then add opening and closing paragraphs and that would be my whole article. The article was easy to write. I later found that when you attach a number to your title, such as "Eight Ways" to do something, you finish the article with less struggle, even if you don't come up with eight ways (you might only reach six).

### One at a Time Submissions, Ugh

I mailed my manuscript out to a publication that sat on it for five months and then rejected it. I then mailed it to another magazine, The New Englander, which sat on it for four months. One day, without advance notice or word of any kind, a package arrived. It was thick. I opened it and found that my article, "Ten Tips on Survival for Small Business," had been published in the current issue of The New Englander.

It was the last article in the issue – the least of my concerns. The graphics and artwork that they had done were wonderful, and the article made an attractive reprint. I was so excited to have my name in print that I probably photocopied that article 500 times and sent it to everyone I knew.

Although the magazine paid me nothing, I learned a priceless lesson. Up until then, I thought that only superstars and the privileged classes got their names in print. When I discovered portable dictation equipment a couple years later, I began dictating articles at the pace of about one a month, increasing within a year to one per week.

### Wheeling the Dial

Much later, I wrote an article entitled, "How to Build a Law Practice," following a consulting engagement I had with a Washington, D.C. law firm. The article essentially followed a "14 tips" format, although I didn't use that title. I sent the article to Case and Comment in Rochester, New York, which accepted it for publication.

About a year later I was going through my files and came across the article. It dawned on me that with little time and effort I could convert that article to "How to Build a Medical Practice." In the previous year I'd worked with a couple of doctors and dentists and was now familiar with their terminology and the differences required to restructure my earlier article.

I reworked "How to Build a Law Practice" 14 times, including versions for dentists, real estate agents, insurance agents, accountants, graphic artists, consultants, and others.

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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](http://www.BreathingSpace.com) for more information.

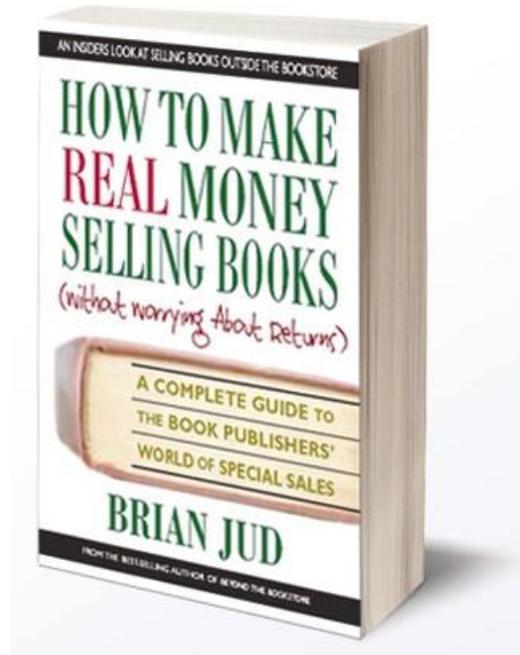
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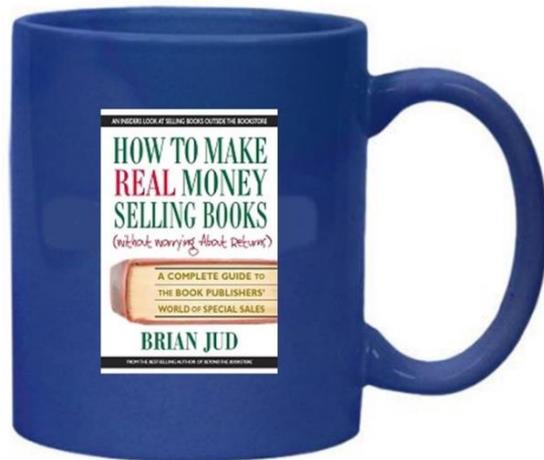


## Increase Your Profits with Sales Promotional Items

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
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