

Here is your June 8 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 12 Number 459 June 8, 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 6/5/20

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

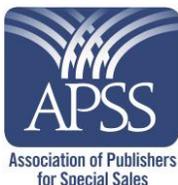
<u>Title</u>	<u>Quantity</u>
None this week	

BrianJud@premiumbookcompany.com

Or www.premiumbookcompany.com

News From APSS

(The Association of Publishers for Special Sales)



As part of the APSS Take-Out Marketing Menu (with free home delivery), APSS is presenting free, virtual meetings in June. Watch them live, participate and ask questions of the speakers. APSS conducts **free consultations every Tuesday (3:00 – 4:00 pm ET) and Thursday (Noon – 1:00 pm ET)**. Brian Jud will answer your questions about non-bookstore marketing, and book marketing in general. Here are the links to this week's free consults:

June 9 at 3:00 pm: <https://global.gotomeeting.com/join/483810949>

June 11 at Noon: <https://global.gotomeeting.com/join/532619861>

If you are interested in attending any event, please email brianjud@bookapss.org for the links.

June 8 (6:30 pm to 8:00 pm ET): Fail Your Way to Success: The Power of Saying "Yes" Author/ Editor: Elizabeth Saede will share simple tips to:

- Write a good press release
- Attract opportunities to write articles
- Secure TV and radio interviews
- Identify and secure free and paid speaking opportunities
- Leverage free book publicity
- Swap writing services for fun opportunities
- Maintain an effective social media presence

June 15 (6:00 pm to 7:00 pm ET): Brian Jud will talk about how to sell children's books to non-bookstore buyers

June 18 (6:00 pm to 7:00 pm ET): Marika Flatt, Founder & Chief Publicity Strategist at PR by the Book, LLC will discuss these topics and much more:

- What many don't authors realize is that finishing the writing part of the book is only the beginning.
- No one writes a book to have it stay on their hard drive or in a cardboard box in their garage.
- Launch of the Author to Influencer Accelerator! a collaborative membership community

June 20 (10:30am to 11:30 am ET):

Start From Scratch Social Marketing "for the not-too-tech-savvy" A content-rich, informative, and educational workshop by Barbra Drizon; Here is her agenda:

Clarity Map: Who am I? Who is my audience? What are my goals/ Which social-media platforms?

Create: What do I need? Author card, bookmarks, author marketing sheet. Author profile ...

Construct: Facebook is where you build community

Personal page – new features

Business page – Basics

Marketing in the time of Covid 19: Virtual events/Facebook live; Facebook ads, boosted posts,;

June 23 one-on-one consultation: (12:30 to 1:00 pm ET -- one spot still open): 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 at receive 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)



Timing is important in special sales. In late April the grocery stores were open and doing a great business. On the other hand, people were quarantined at home, and families were forced to spend days and nights together. The APSS board noted this opportunity and within a few weeks created a 16-page, black and white booklet with ideas for family fun and games. It includes activities, games, exercises, pages to color, puzzles and ideas to make mealtime an event rather than just another meal. There are links to many more examples in each category. Promotional-products salespeople have been calling on grocery-store chains to purchase this booklet to give to each person making a purchase. They add their logo on the cover. The minimum order quantity is 50,000 units.

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>)

"When setting out on a journey, do not seek advice from those who never left home," said Rumi. The most expensive thing about book publishing and marketing is a mistake. Seek advice from experts to help you start on, or get on, the right path, heading in the right direction.

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)

"The Key to Success? Doing Less" is an interesting article in the *Wall Street Journal*. "Top performers mastered selectivity... by carefully selecting which priorities, tasks, meetings, customers, ideas or steps to undertake and which to let go... Hard work isn't always the best work. The key is to work smarter."

Marketing Strategy

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

Retailers (including bookstores) do not sell books. They display products that will make a profit for them every month. If your book does not contribute sufficiently to that profit, it is replaced and returned for full credit. You sprint for 60 – 90 days to meet their expectations, and if successful, for every month thereafter that it is profitable. However, sales to corporate buyers take longer to occur, perhaps even years, but they are larger in quantity and non-returnable. These buyers are willing to invest for long-term profitability. So, non-retail sales are more of a marathon than a sprint, but with no finish line.

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)

Every book has competition, regardless of its content or what the author thinks. In retail sales you have competition for shelf space, media placement, airtime, readers' wallets, reviewers' time, etc. In non-retail sales you are competing against budget money, coffee mugs and other sales-promotional products. Know the value of your competition to your prospective buyers, and how your content stands in comparison. Then leap from the competitive environment and become the kingfish in your own segment.



Brian Feinblum

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

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



How Should Authors Promote Books During A Plague?

In any given day in America, people die, suffer pain, or loss, fall victim to a crime, or battle something tragic. Millions battle an affliction, an illness, an addiction, or a dangerous environment. This was before corona – and life in the nation went on. People went about their business.

Today, the majority of the nation is challenged by an unstable economy that has led to tens of millions instantly unemployed. Further, over 85,000 families have had to bury a loved one, while hundreds of thousands of others had to deal with a hospitalization. Can we still promote books like nothing has happened?

Yes. No. Depends.

Like anything else, there is a right time, a wrong time, and a better time to sell or promote something. You don't see gun ads a day after a mass shooting. Nor do you see airline commercials after a major crash. But what about books? And what about when it is not a single-day event that we have to navigate around, but the next year or more?

Books are both needed and desired. They will educate, enlighten, inspire, and entertain us. They are invaluable and for the past six centuries have helped preserve history, while creating some history too. One might say that books help society go on, and so any marketing of books that is necessary for them to thrive should be not only permitted or accepted but embraced.

Authors should not feel guilty, shy, or ashamed about promoting their books. Life goes on. It has gone on during times of war and terrorism, or political unrest, or national disasters, or civil strife, or past health panics. Today, with corona, is no different.

We can rebuild the economy. We can treat the sick. We can mourn the deceased. We can unite to honor heroic workers. We can plan better for the next stage of the outbreak. But none of those things should prevent us from celebration, selling, promoting, or reading books.

So, what should authors be doing in a time when there is a fragile sensitivity to what has fallen upon our nation?

1. They promote with class and professionalism. They treat people with respect and kindness and don't market in a blind vacuum. They acknowledge the crazy times that we live in and make announcements about their books in the context of a pandemic that is a living hell for some.
2. They act with flexibility, whether it means changing marketing plans or book launch dates, or switching specific methods to promote their book.
3. They're collaborating with a charity, donating some books or a percentage of profits to a corona-oriented cause.
4. They are doing things virtually, in the absence of bookstore signings and in-person events. They have ramped up their social media and aggressively pursue media opportunities.
5. They're making themselves more accessible to readers by doing online readings, webinars, and online courses.
6. They are either highlighting how their book provides a welcome reprieve from corona 24-7 – or they show exactly how their book relates to corona.

7. They are experimenting. This is foreign territory to every industry. How do any of us sell and promote anything when retail opportunities have shifted, when consumers are suffering, when finances are tight, when there is no proven formula on how to act? Try something, anything, and keep at it until you find what works.

None of this may feel natural or comfortable to you. Marketing a brand, selling a book, or promoting a message to the media always has its rewards and pitfalls. Certainly during a pandemic that has taken a mental, financial, and physical toll on many is not easy, but it is necessary if we are to ensure that books stay in the forefront of our country's consciousness.

You're On The Air

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

If you're comfortable with gestures, do gestures. If you're not comfortable with them, don't. But if you want to talk with your hands, talk with them; otherwise, you won't be able to think.

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)

Is there one good source of information about selling to the military marketplace? Georgette Olson

Excellent question, Georgette. There is a great place to start and it is the American Logistics Association (<https://www.ala-national.org/default.aspx>). According to its website, "The ALA is a modern, best practice trade association that has become industry's "First Call" when dealing with the complex issues of navigating the military marketplace. The military channel comprised of military Commissaries (grocery stores), Exchanges (convenience stores, department stores, food concessions, gas stations, communications and electronics, wine, beer and spirits, ship's stores, tactical retail outlets), Morale, Welfare and Recreation sales and services (restaurants, child care, fitness centers, libraries, auto service), Veteran's Canteen Service (retail outlets in VA Hospitals and offices), constitutes a business environment with close to \$20 Billion in annual sales. This marketplace is worldwide, world class and world of opportunity. Doing business with the government is at times a daunting task. Our staff of experts translate difficulty into opportunity for our association membership. We host a series of networking opportunities during the course of the year that allows our members to meet and network with the leadership of these diverse organizations. We also provide advice, research and operational information that is critical to driving successful business opportunities. There is no company too large or too small; there is no opportunity we will not explore."

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)



***Simple Ways to Lift Your Spirits*, by Barbara Danza - Epoch Times**

* Keep a running list of your favorite things - whenever you think of something that you truly love, add it to your list.

* Find humor - laughter is the best medicine.

* Organize something - create order out of chaos.

* Take a walk - bonus points if you leave your phone at home.

* Phone a friend - call someone you haven't spoken to in a while.

* Buck your schedule - do something different - a little change can go a long way.

* Cleanse yourself - take a long warm shower

* Let go - let go of anger or sadness or fear or jealousy - renew.

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)

Literistic

<https://www.literistic.com>

Each month Literistic collects and emails submission deadlines for literary publications, contests and fellowships. The full service is fee-based, but the shortlist is free.



Make the Grade in the Homeschool Market

Brian Jud



The academic market is an opportune market segment for publishers, because it uses books as a foundation for its existence. It includes, but is not limited to schools, foundations, research organizations, professional associations, libraries, students, and individual educators. This marketplace impacts people of all ages, from preschoolers to professionals. Regardless of grade, age, major, and choice of home, public, or private education, people's need for books is ubiquitous.

But, you say. Public schools are closed, and no one is sure when they will reopen. How can this be an opportune time to sell to them? The answer is to sell to the homeschool segment of the academic market.

There are over two million homeschooled students in the United States, and the homeschooling trend is expanding as parents are looking more closely at the quality of education their children are receiving, as well as at the environment in which it is being administered.

Homeschooling not one, homogenous market, but as a market comprised of manageable segments, each with diverse buying needs. The following is a partial list of several of these smaller, homeschool market segments.

- **Categorical Associations.** There are several associations that cater to specific demographic groups within the overall homeschooling market. For example, there is a Jewish Home Educator's Network (https://a2zhomeschooling.com/religion/jewish_homeschooling/) and a National African-American Homeschoolers Alliance (www.naaha.com).

- **Online Directories.** There are online directories that serve as homeschooling resource guides. They offer newsletters, support groups, message boards, tips-of-the-week, products, and online courses. Use these directories such as Homeschool.com (www.homeschool.com) to bring exposure to you and your book, which will bring you one step closer to another sale.

- **Publications.** The media also serves this market segment. For example, there is the Home Education Magazine, the LINK Homeschool Newspaper (www.homeschoolnewslink.com), and Homeschooling Today (www.homeschooltoday.com). Additionally, the Old Schoolhouse Magazine (www.thehomeschoolmagazine.com) provides many ways to reach homeschooling families. It has a store, a print magazine with a circulation of 40,000, and three websites, including home-schoolblogger.com, which boasts 10 million page views.

- **State, National, and International Associations.** There are many sales opportunities at state-level homeschool associations. Most states have a parent-educator association, or a homeschool association, network, or organization. Examples include:

- 0 Florida Parent Educators Association: www.fpea.com
- 0 Smoky Mountain Home Education Association: www.smhea.org
- 0 California Homeschool Network: www.californiahomeschool.net
- 0 Washington Homeschool Organization: www.washhomeschool.org

Additionally, there are national homeschooling organizations such as the National Homeschool Association (<https://nationalhomeschoolassociation.com>), the Association for Experiential Education (www.aee.org). You may be able to utilize NHA's free email newsletter and discussion list to spread the word about your books to homeschoolers, media contacts, and education officials. He also used AHA's list of support groups and organizations as a resource for setting up personal presentations, when appropriate.

Finally, there are also international homeschooling associations. The following are a sampling of such organizations around the world:

- 0 Alternative Education Resource Organization: www.educationrevolution.org
- 0 Alternative Learning Organization: www.alternative-learning.org
- 0 Education Otherwise: www.education-otherwise.org
- 0 Home Education Advisory Service: www.heas.org.uk

■ **Book Fairs and Conventions.** When the market for trade shows and conventions reopens, homeschooling book fairs and conventions will present excellent opportunities to sell books, and they occur annually across the country. For example, the Homeschool Fair (www.homeschoolfair.com) occurs each Memorial Day in Ontario, California.

If you look diligently and strategically you may find a great source of revenue in non-traditional segments of the academic market, like homeschools. Remember to break the mass market down into manageable sub-groups and keep looking for new places in which you can sell your books.

APSS Bi-Weekly Top Eleven List

Here are Brian Feinblums's 11 insights on how to market your book successfully. They will only serve you well if you open your mind and heart and learn how to adapt to change, find new ways to do things, and put in the hard work necessary.

1. Seek to apply other lessons in life to how you go about marketing a book.
2. Re-frame your failures as opportunities to learn and grow.
3. Know what you are good at and accelerate your efforts in those areas. For the areas you fall short, either dismiss them or outsource for the help you need.
4. Always dream big but act at the level dictated by your skills, knowledge, resources, and opportunities posed. Fund a truthful blend of reality and hope.
5. Don't deny or avoid real issues. Handle them head-on.
6. Get your facts straight and only act on what you know.
7. Improve your communication skills – style, vocabulary, voice, energy, enthusiasm, and follow-up.
8. Observe, listen, learn – then act, share, and collaborate.
9. Be opportunistic. Don't wait for someone to invite you to the dance – go out and create opportunities for yourself.
10. Follow the rule of favors. Offer to help someone now so that you can ask for more later.
11. Your greatest asset to sell books? Your words! Yes, use certain words, in the right order and length, to present a need or desire of others to buy an encased collection of other words.

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



Testimonials

A testimonial is an endorsement for your book. Testimonials might convince prospects your book is an excellent investment of their time and money. Testimonials get the reader excited to read the book and show them your ideas should be valued because famous people respect your ideas.

If you have several pages of testimonials, you'll bask in the glow of the branding effect of these famous people. Readers think you are in the same league as those celebrities. Get as many testimonials as possible. I've seen books with eight pages of testimonials. The more testimonials you get, the more you will impress prospects. Testimonials can appear on the back cover of your book, in press releases, and on the book's Amazon page. Testimonials provide many benefits and uses.

All testimonials are not created equal. There is an art to writing a good testimonial. Let's look at what makes a good testimonial.

- **Short.** Only a sentence or two because people like to skim. People might not read long testimonials. If you get a longer testimonial, trim it.
- **Specific.** Testimonials should either say why you are wonderful—Dan's advice helped me win a \$20,000 contract—or why your book is wonderful—This book will help novice authors write their books faster. No one cares that you are wonderful in a general sense—they want to know why your being wonderful will help them.
- **Identifiable.** Testimonials should include the person's complete name, title, and company. For example, —Dr. John Smith, director of pediatric services, Mayo Clinic. If you have an author buddy write a testimonial, it could have his or her name and the title of his or her book. For example, Jane Smith, author of *Write Now!*, never uses a testimonial with only the first name and initial of a person. It looks fake. For example, —Mildred P., of Canton, Ohio.

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>

Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, info@legalwritepublications.com or www.legalwritepublications.com; The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

Terminating Transfers under 203 of The Act: Section 203 of the Copyright Act provides that a transfer or license of copyright (or any right in the bundle of rights) executed by the author (but unlike a pre-1978 transfer not a transfer made by anyone other than the author) on or after January 1, 1978, is subject to termination under the following conditions:

- A single author who executed a grant may terminate it. If the author is deceased, then whoever is entitled to exercise more than one-half of that author's rights may terminate it.
- If two or more authors executed a grant of a joint work, a majority of the authors who executed it may terminate it. If any of the joint authors is dead, his or her termination interest may be exercised by whoever is entitled to exercise more than one-half of that author's interest.

This single, extremely valuable section of the Copyright Act, allowing for the reclaiming of rights by terminating transfers, empowers authors. Note that the statutory termination provision does not apply to works made for hire or to transfers made by will. The termination right also does not apply to rights arising under foreign laws or derivative works. In the case of derivative works (for example, a movie based on a book), termination of the rights to the underlying work (the book) does not prevent the continued display and distribution of the derivative movie. Once the rights are terminated, however, no new derivative works can be created.

Not surprisingly, the rules to exercise the statutory termination right are specific and must be strictly adhered to or the right will be forever lost. In addition, the Copyright Office does not provide printed forms for the use of persons serving notices of termination.

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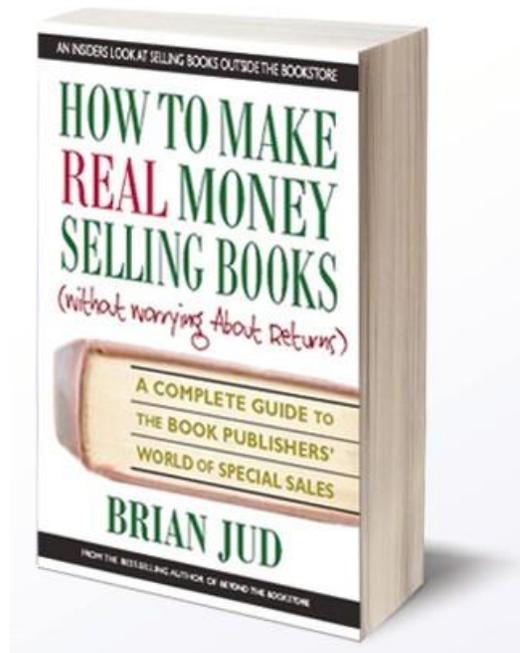
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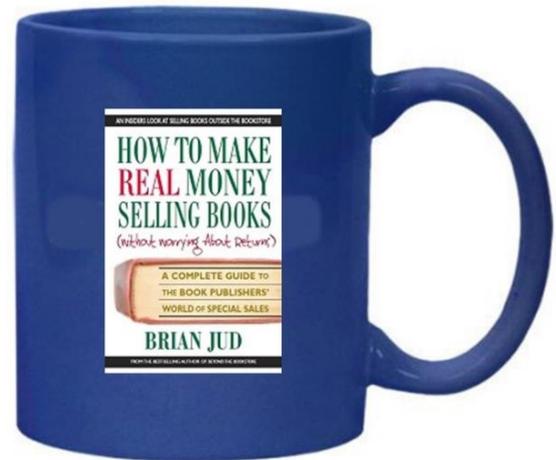


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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings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

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Check out the Writers and Publishers Bookstore 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

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

Brian Jud 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