

Here is your June 22 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 13 Number 460 June 22, 2020

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

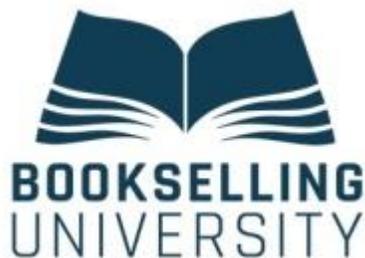
Top inquiries from the salespeople for the week ending 6/19/20

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)



Book Selling University is open!  
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Book Selling University can help self-published authors and independent publishers sell more of their books to potential buyers, more profitably. See it at [www.BookSellingUniversity.com](http://www.BookSellingUniversity.com)

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**Book Selling University is sponsored by Bowker, Publishers Weekly, APSS and Ingram Spark.**

Discover more at [www.BookSellingUniversity.com](http://www.BookSellingUniversity.com)

To Your Success,  
 Brian Jud  
 Executive Director, APSS

### Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))



Learn from your mistakes. 95% of all businesses fail within their first ten years. Of the 5% that succeed, 95% failed in a previous business

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>)

Some marketing tools are better suited to different titles, markets and personalities. Use the correct mix for your circumstances.

### 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))

Write your marketing plan as you would the first draft of your book. Then rewrite. Here is an observation from Chuck Miceli following the APSS-CT planning session last week: "I continue working through your handout, Brian, and I'm finding it very helpful in focusing my planning. I don't know about others, but for me, the process 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. I also appreciate the way the tool is formatted for the computer, dynamically expanding the columns to fit the answers. That makes it much easier to use as the tool meets the user's needs instead of the other way around."

## Marketing Strategy

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



Cash flow is vital to the success of a business. There are 3 Vs to identify that can improve it. The first is **volume**. Seek large, recurring, non-returnable book orders by selling to buyers in corporations, associations, etc. Second is **velocity**. Those large orders can take a year or more to finalize, so go after the singles, doubles and triples (small orders, non-bookstore retailers) while working on the home runs. Third is **variety**. Have multiple sources of revenue yielding cash flow regularly. These could be speaking, consulting, writing for periodicals, conducting seminars, etc.

## 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)

Your marketing plan is similar to a flight plan that commercial pilots prepare before taking off. It is a description of your destination and instructions on how to get there. At the same time, it describes what to do when circumstances change while you are “in flight.”

When taking off, pilots use full throttle to get the plane off the ground. Then, as they reach cruising altitude then can ease off. Similarly, when launching your book it takes more action and energy to distribute and promote it.

Pilots listen to feedback from air-traffic controllers and make necessary adjustments as they move toward their goal (which is out of sight for 99.9% of their journey). Your regular evaluation gives you the feedback to make changes that are required mid-year so you reach your annual goals.



## Brian Feinblum

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

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



### **The Bestseller Code For Authors & Book Marketers**

Big awards. Favorable books reviews. Great endorsements. Huge book publisher. Great social media platform. We believe some combination of these things – coupled with word-of-mouth for a well-written book – serve as the foundation for a formula on hitting the

best-seller lists.

Not exactly, says a recently published book. *The Bestseller Code: Anatomy of the Blockbuster Novel* by Jodie Archer and Matthew L. Jockers.

The authors created a groundbreaking algorithm that they believe tells us not only how and why we buy and read what we do, but it can predict which books will be best-sellers. Okay, maybe not predict a specific book's fate, but it can compare it to those that have become best-sellers and give you a score on its potential to be a best-seller.

All of this sounds fascinating but it just fails too many tests to become some kind of gold standard for handicapping the next best-seller.

For instance, little in the book takes into account factors such as:

- Author's credentials
- Publisher's pull to get reviews
- Size of ad/marketing campaigns
- Resources to promote the book

Patterns only exist for so long. Once one trend gets used up, another takes its place.

The nation's mood, demographics and economy change over time, and these will influence what gets published and purchased.

The biggest reason a book becomes a best-seller, in my view, is because the author previously hit a list. A big buy-in and expectation comes with follow-up books until that author releases a clunker, and loses some goodwill.

The next biggest reason a book is a best-seller, in my view, is there's a big, savvy, far-reaching marketing machine and PR push behind the book. How can you ignore a book that gets on TV, is heard on radio, has bloggers discussing it, has ads on Facebook and receives reviews from PW, Library Journal, and Kirkus?

So who are these authors and why are they qualified to say anything on bestsellers? Jodie Archer was an acquiring editor for Penguin UK, earned a Ph.D., and worked for Apple as their research lead on literature. Matthew Jockers is an Associate Professor of English at the University of Nebraska – Lincoln. He directs their Nebraska Literary Lab. His text-mining research has been profiled in *The New York Times*, *LA Review of Books*, and *The Sunday Times of London*.

The authors also noted what doesn't seem to work if a book is to be a best-seller – all things fantastical and other worldly. Tell that to J.K. Rowling, but she appears to be an exception.

“Perhaps it is fair to speculate that the portion of the American public that actually reads fiction likes to read more or less about itself,” say the authors. “To us, it seems like readers enjoy seeing their own possible realities dramatized.”

Surprisingly, the bestseller DNA that the authors uncovered shows sex, drugs, and rock and roll each, thematically, represent a tiny percentage of best-selling novels.

“Contrary to what you might expect, given the prominence of sex in TV, movies, and the media,” writes the authors, “the U.S. reading public of the past 30 years has demonstrated a preference for other topics. The mix of topics that tend to dominate contemporary best-sellers suggests a reader who wants books to be something different from the lowest common denominator.”

The authors also notice that at the core of the best-selling narrative in the current era is realism. They don't see books about far-away topics for people who are nothing like us as being popular.

So what else did they notice of their thorough analysis of New York Times best-sellers?

“The model showed that symmetry in a plotline, and a clear three-act structure, used to indicate that readers will find a novel pleasing, and we also saw that a carefully manipulated emotional ride, can lead to high global sales. But without an understanding of style, no author will make it to the list, even with the right themes, and a driving plotline.”

Their machine was able to accurately identify that 80% of the books that had made the best-seller list should be best-sellers. That means any book fed into the machine - and there were thousands – it could accurately say which one's a best-seller. That sounds powerful but I'll believe it if they can take books being released in 2017 and tell us – before they hit a list – whether or not they make it.

We know there are general patterns that successful books or authors follow. The more that follow such a pattern, the more likely that they will be successful. But if everyone does the same thing, they can't all break through. It still takes a creative author with an interesting background, a Big 5 publisher behind her, and a fat marketing campaign to position a book for success. If the book's not well-written and fails to get good word-of-mouth it is likely to die out.

The Bestseller Code was interesting and shows us where we've been. Imagine a new code will develop over the next decade. And then another and another. Go write the book you believe in – and the rest will take care of itself. The minute you seek to copy some formula you lose your edge, your uniqueness, your writing soul.

### *You're On The Air*

**(Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*)**

To the extent necessary, your hosts will try to make you feel at home. They recognize that you are apprehensive about appearing on th, and they will do what they can to help you relax. Do not worry about the mechanics of the equipment. Your hosts will show you how to place the microphone and how to sit. If you have any questions, ask them before the show begins. You already have to worry about what your central message is and the like. Don't worry about problems that don't concern you.

## Answers to Your Questions About Non-Bookstore Marketing

(If you have a question about selling books to non-bookstore buyer, send it to [BrianJud@Bookmarketing.com](mailto:BrianJud@Bookmarketing.com) and he will answer it here)

“You said Book Are Fun could sell my book to schools and other places. They are no longer in business. What gives? Arlene Edwards

Hi Arlene: Books Are Fun is now Collective Goods (<http://www.collectivegoods.com>). They offer products that “complement a teacher's life outside of school as well as books and supplies to improve classroom productivity.” For businesses, “We pride ourselves on offering a variety of products you can’t find anywhere else at discounts well below retail pricing. Your employees will enjoy this convenient solution at work while everyone comes together to support your organization’s chosen cause with their purchases.” Phone: 855.206.1542 and email: [help@collectivegoods.com](mailto:help@collectivegoods.com)

### 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))

How to read a non-fiction book every day: This system is based on my personal belief that about 85% of the books published each year are not worth reading. Of the remaining 15%, I can read 14% of them in 30 minutes. The remaining 1% are worth using the [www.eyeqadvantage.com](http://www.eyeqadvantage.com) system - cover to cover.

I try read a book a day. That's 365 books a year. I realize I'm in no danger of exhausting the supply with thousands of new titles appearing each year on top of the millions of titles already printed. The technique I use for reading a book a day has been one of my most popular public speaking sessions. It's easy if you are willing to commit an hour every day to this discipline.

First of all, I admit that I don't read the whole book. However, I get a lot of extremely positive feedback from people who have used this method. Many highly successful CEOs have told me they have a stack of books by their nightstand but don't begin reading any of them because they know they don't have time to finish them. Secondly, this technique only works with non-fiction books. Third, it doesn't work at all with certain kinds of books. Don't try this with textbooks, manuals, encyclopedias or dictionaries. I guess that's enough disclaimers. Let me teach you the system and you can discover for yourself how to take quantum leaps in your knowledge.

**1. First, read "about the author" which is generally on the book jacket.** I want to know as much as I can about the author, where they are coming from, their background, their political, religious or philosophical point of views as this will tell me what I can expect from their writings. Many book summaries are written by the author and focus sharply on the one or two main theses of the book.

**2. Read the acknowledgments.** Who does the author recognize? For instance, if they refer to Warren Bennis or Peter Senge or Mark Victor Hansen, that gives me a clue as to what I can expect from the book.

**3. Read the table of contents.** You now should have a pretty good idea of what this book is about and how the author has developed major points.

**4. Read the first and last chapter, completely.** My premise is that most nonfiction books give the most essential information in the first chapter and summarize that information in the last chapter. If you want to have a good working knowledge of a book on business, financial planning, personal growth, leadership or even quantum physics, you'll be surprised how much the first and last chapters will usually give you.

**5. Read the first and last paragraph of every other chapter.** Occasionally I find the paragraph or the book so compelling I just keep on reading. But most of the time, the first and last paragraph technique gives me the essential information that I'm seeking.

**6. Thumb through the entire book noting all the boldfaced sections.** The author has set up guideposts to the reader to indicate what words and concepts are most important. If the book has illustrations, charts or photographs, be sure to pay special attention to these. If you can draw the Maslow hierarchy pyramid and label each level, you've already got a working knowledge of his thesis.

**7. Take notes in the back of the book.** For example: See page so and so for a great idea on whatever subject. After awhile, this technique becomes an incredibly valuable reference. I write the title and author and the date read, and then write notes about the author's main ideas, as well as whatever strikes me as especially interesting. For each note I write down a page number, in case I later want to return to the book for more detailed reference.

As I've said, this technique works for me the majority of the time and has helped me to get a working knowledge of thousands of books. Sometimes, of course, it just doesn't work. I so much like Peter Senge's introduction to Jaworski's Synchronicity, for example, that I carry it around with me and read it over and over. Ken Wilber's A Theory of Everything is so challenging that I read small sections and just try to comprehend what he's saying. I'm so interested in Spiral Dynamics that I've read it several times and memorized parts. Still, I'd say that I read five books a week in this condensed format and acquire a solid working knowledge of the author's work.

### 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))

**The Write Life**  
<http://thewritelife.com>

**This site is one-stop shopping for the writer, with free articles, markets and news – and you can write for them, too.**



### The Most Overlooked Step in Book Selling

Brian Jud



Negotiating a large-quantity sale can be a rewarding process. If you do a good job describing how your content can help prospects solve business problems, they sign on the dotted line and become customers. However, the euphoria of knowing you will soon receive tens of thousands of dollars could blind you to the job that still needs to be done.

Your objective is not to simply get the order, but to make sure that the sale is implemented flawlessly through the timely delivery of your books. Competent post-sale service makes for a satisfying experience, leading to future orders and recurring revenue. Yet this step is often given cursory attention as the publisher moves on to the next prospect.

Getting the first order is more difficult than securing repeat orders from the same buyer. Once your customers trust you they are more likely to continue working with you. A mutually profitable, long-term relationship is more likely to happen if you shepherd the order through to its completion. Cement that bond by growing and protecting your connection with each customer.

### **Grow your relationship**

If you properly oversee the complete order process, and the promotional campaign meets expectations, your customers will appreciate their decision to work with you. You will have proven that you are a true consultant, working with them to reach their goals -- not just a vendor selling books. Now they have the confidence in you to expand the relationship through new orders. Here are some ways to grow your business with each customer.

- Conduct a post-campaign evaluation. Did it go as well as predicted? If not, why not and what can be done differently next time?
- Look to the future together. What campaigns are in the planning stages? They will probably not use the same book again, so propose other titles in your product line as the next promotional items.
- Recommend that your customer hire you or the author as their spokesperson to carry your message personally to their employees and/or other target segments.
- Ask for referrals. Are there other divisions within the company, suppliers or customers that your contact knows who could use your books as promotional items? Will your customer serve as a reference?

### **Protect your business with each customer**

Customers can be capricious entities, seeking profitable relationships with suppliers who treat them right. If you do not take care of them they may choose a competitive book for their next promotional campaign. Things will go wrong, but you can minimize the negative impact by recognizing and rectifying them quickly. Here are some signs of potential problems.

- Persistent problems with the order. Print runs can be delayed. Pages could be missing or printed improperly. A truck-drivers' strike could prevent an on-time delivery. Troubling issues will occur that are beyond your control. Minimize their negative impact by telling your buyer about problems as early as possible and recommending alternative actions.
- Decrease in purchases. Your buyer may have placed a blanket order for planned deliveries. If the schedule is changed or delayed it could be a warning that something is amiss. Discuss it with your corporate counterpart.
- Repeated comments of competitors' merits. If you hear comments like, "I wish we had checked out that other book more carefully," there could be a problem brewing. Ask questions and get them to explain why. Invariably, the real discontent will surface and you can deal with it.
- Increase in complaints. A grievance can be positive, if its airing leads to its resolution. If the frequency of complaints increases, it could lead to the demise of your relationship.
- Decrease in rapport. If emails and voice-mail messages go unheeded, a negative situation may be the culprit. Schedule a personal meeting with your buyer to clear the air and uncover the hidden objections. Once you know what the real problem is you can more effectively rectify it. Un-addressed problems have a way of intensifying. Nip negative issues in the bud as soon as you can.
- Replacement personnel. If your contact is removed from the process -- through promotion, transfer or other reason -- quickly meet with the replacement person. Review the decision process with him/her so that he/she knows, understands and buys into each relevant piece of the promotional program. Work on a new relationship that will lead to the repeat orders.

Large-quantity sales to corporate buyers are much different from retail sales. Signing the agreement is just one step in the process, and the order is not complete until your books are delivered on time and as promised. Then you begin working on the next order by building your relationships and eliminating problems. Prove yourself as a competent professional interested in helping them solve their business problems. It may be a time-consuming process, but the rewards can be enormous.

## APSS Bi-Weekly Top Ten List

Project an Image of Success and Sell More Books. Before you enter a negotiation, talk yourself into success. It sounds like a cliché, but it has proven to work.<sup>1</sup> The key is to not-only say the right things to yourself, but use your physical appearance to reinforce your self-confidence. Here are **Ten Ways to Project a Winning Personality in a Sales Situation**.

1. Not only must you be in the right place at the right time, but you must be in the right frame of mind at the right time. The attitude you project as you enter a meeting can destroy or boost your chances of success.
2. Your influence on other people is partially determined by factors beyond your control (height, gender), but there are things you can do to compensate. Don't try to be someone you are not – become comfortable with and use what you have.
3. Use your physical presence to create trust— trust must come before a favorable decision
4. Use your physical appearance to enhance your confidence – walk into the room with a poised posture and self-assured smile and you will feel more confident
5. Command others' respect by demonstrating expertise, competence and commitment, not through a formal bio but through your physical presence and demeanor.
6. Concentrate your pre-meeting self-talk on achieving positive outcomes and rewards
7. Do not only think thoughts of power and confidence, but put them in writing
8. Greet people with good eye contact and a firm handshake.
9. Choose clothes that will not distract from your message. Your prospects should pay attention to what you say, not what you are wearing.
10. Visually communicate and reinforce one message: you are a credible source of interesting and important information for your prospective customers.

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

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<sup>1</sup> *Be seen as a Leader*, by Adam Galinsky and Gavin Kilduff, Harvard Business Review, December 2013, pp 127-130



following up on the information in the last Book Marketing Matters newsletter:  
**How to Get Testimonials**

It isn't hard to get testimonials, because people want to help you. Your —competitors want to see their names in print. Celebrities in your industry want more exposure. The only thing holding you back from getting testimonials is your fear of failure. Ask!

### **How to Ask for a Testimonial**

What do you say to ask for a testimonial? Here's a polite and effective email I received from an author who sought my endorsement. You can model this email for your book.

### **Example: Testimonial Pitch Letter**

Subject line: Hey, Dan! Can I send you a copy of my new book, *Future Marketing*?

Hi Dan,

Hope you are well! So, my new book, *Future Marketing*, is coming out, and I'm looking for a few folks interested in reviewing the book on Amazon. I'd be happy to send you a copy (either paperback or Kindle version). Of course, you don't need to read the whole book...just a few chapters will give you the gist. ;)

Interested? More info on the book here: [futuremarketingbook.com/](http://futuremarketingbook.com/)

Thanks! BTW, what's the latest with you? Anything I can help with?  
Jon Wuebben

I like this email because it is short and to the point. Plus, he shows an interest in helping me by writing, —What's the latest with you? Anything I can help with?"

Based on this letter, I thought he sounded like a great guy. I clicked through to his website, where I saw testimonials from people who are far more famous than I, so he gained credibility with me. I read about his book, which sounded interesting. I asked him

to send me the book and wished him well. I wrote a nice testimonial and reviewed the book on Amazon. Did you notice he offered to send the PDF version or a hard copy? Having that choice can save you money because a PDF is free. You'll spend \$5 to \$10 dollars to print and mail a book. A PDF is also more immediate. They can open it, read it, and write about it while the idea is fresh in their minds.

The other great thing about this pitch is that Jon notes I might not have time to read the entire book. That sentence makes it easy for the person to write a testimonial based on reading a small section. The easier you make it for people to give you a testimonial, the more testimonials you will get.

Jon told me he used LinkedIn and a tool called Green Box to email his contacts.

—It's amazing, he said. —It costs \$170 to email all 5,000 of my LinkedIn connections. I don't like doing that kind of thing, but you know what? It worked. I heard back from over 400 people! Crazy. Twenty-five hundred opened the email! Unreal.

—The email I wrote was magic too. Short and to the point. I used to write long emails—never again. They don't work, he said.

Be like Jon. Your colleagues want to help you. Make it easy.

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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>

## Booklet Ideas – Paulette Ensign

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

You have incredibly valuable information sitting on your computer hard drive right now – information of your own and information from other people – much of which you forgot you even had, no matter how good a human memory is in that head of yours. In case you worry about repeating content you already delivered to your subscriber or your buyers, consider this:

1. Your fans' (subscribers', clients', followers') lives are different than when first seeing or hearing your tips. Something that was useful in one way or not at all meaningful at the time can be highly important and relevant to current life circumstances. A "that's nice" or "that's interesting" could be a life saver or life changing now, or the tips apply to a different part of life that now matters more to you.
2. The delivery method(s) you used had a different impact than others you can use now. Reading tips in your booklet or in an article planted a seed, yet listening to an audio recording that expanded the tips or watching a webinar with animation helped your content sink in more, and had people wanting more of your expertise from you.
3. People rarely learn the first time they are exposed to ideas that are new to them. That first exposure to your ideas can whet people's appetite and get their attention that there is something interesting and valuable in what you are presenting. They will come back for more.

**ACTION** – Before creating a new product, program, or article, look at someone else's content you kept on your computer to see how or if it's valuable to you now, at this moment in your life. Did you keep something about caregiving when everyone in your circle was healthy, and now you find that same information immediately useful? That's a shining example of how life changes for you and those around you. The same is true with the information you circulate whether at no cost or for a fee.

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

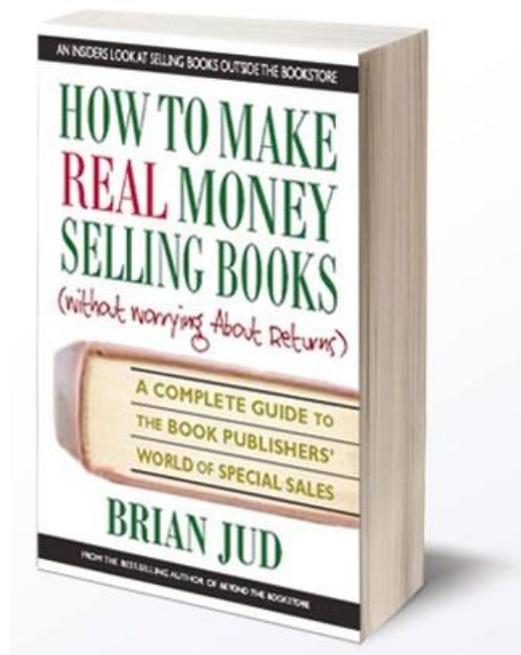
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Do you have a quick question or two about how to get started in special sales?**

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Beat your competition  
Become more profitable  
Sell in untapped, lucrative markets  
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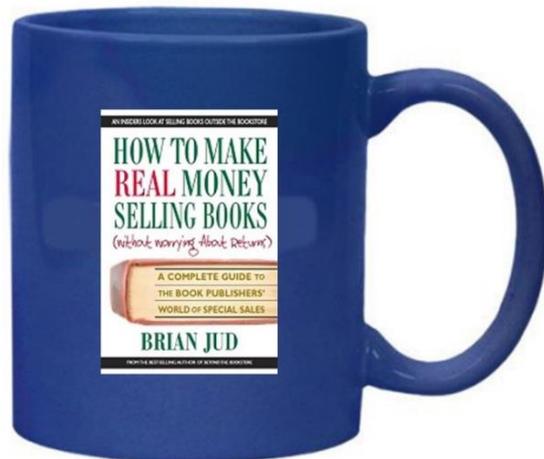


## **Increase Your Profits with Sales Promotional Items**

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

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

Contact Guy Achtzehn at The Promotional Bookstore, [guy@msgpromo.com](mailto:guy@msgpromo.com) or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items



**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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