

Here is your July 20 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 15 Number 462 July 20, 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 7/17/20

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)



Association of Publishers
for Special Sales

Free, virtual book-marketing events in July – presented by APSS

As part of the APSS Take-Out Marketing Menu (with free home delivery), APSS is presenting free, virtual meetings in July. 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 for next week:

July 21 at 3:00 pm ET: <https://global.gotomeeting.com/join/327177973>

July 23 at Noon ET: <https://global.gotomeeting.com/join/576679013>

July 23 (6:00 pm to 7:00 pm ET): Mischief Marketing: How to Increase Your Sales Through Creative Promotion, By Brian Jud If you use the same promotional techniques, in the same way that everybody else does, you will not stand out and your sales will suffer. But if you can find new ways to reach people with a meaningful and creative message, you will get positive attention, media buzz and more revenue. Discover how to break through the media clutter and reach more people with a persuasive message. This is not a webinar about new ways to write a press release, but new ways to build and hold a leadership position in your target markets

through innovative, professional and effective promotion. **Register at**
<https://attendeegotowebinar.com/register/3890900479275611147>

July 28 one-on-one consultation: (3:00 to 4:30 pm ET -- two half-hour spots 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.

Book Selling University -- Always free courses on your schedule. All courses are available for free to view as frequently as you want at www.booksellinguniversity.com. Read a course description then click "Take Course" to view it.

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)



Innovation does not have to involve creating an entirely new product or service. It could be a refinement or improvement in marketing to an existing or new segment. Or, it could entail repurposing an existing product, service or activity in a new way. An example would be selling your front- and backlist books to buyers in corporations, associations and/or non-bookstore retailers.

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>)

Exercise your "risk" muscle. Do something different every day and make that a new habit.

Marketing Strategy

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

If you want to sell 10,000 books through bookstores, you must find 13,000 different people to each buy one – assuming a 30% return rate. Also consider additional costs for shipping, damaged books and restocking. Why not sell 10,000 non-returnable books to one corporate buyer, and have them pay for shipping?

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)



Have you ever thought about how an airplane gets from departure to landing? The pilots' mission is to have a safe and timely flight even though for 99 percent or more of the time they cannot see their destination. But they know it is there. They follow their written flight plan, listen to feedback from controllers along the way, and check their instruments regularly to make sure they stay on the proper flight path. As necessary, they make course corrections. This metaphorically applies to selling your books. Create a marketing plan. Even though you cannot see your destination, setting goals will help you keep them in mind as your book takes flight. Be observant and seek feedback along the way to deal with unexpected obstacles.

And your plan will serve as the standard against which you can gauge your progress along the way.

The Very Idea

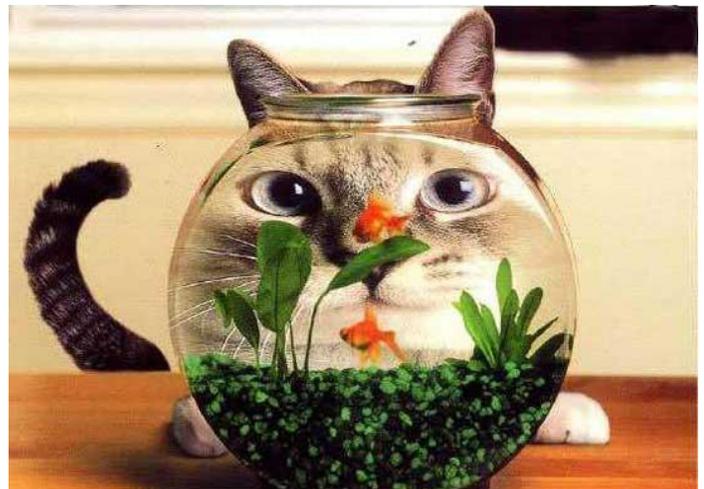
(Editorial by Brian Jud)

Focus on your target. Know potential readers and adjust your marketing strategies to more effectively reach them.

Product design. If your readers are 55+ years old, you might produce your page layout with a larger type size and more leading. And they would probably prefer printed books over ebooks.

Pricing. An affluent target may be willing to pay more for your books, so you won't have to resort to "price-off" specials. They may be more likely to travel, so you could sell to them at list price on cruise ships or airport stores (not just airport *bookstores*). A less-prosperous target might respond better to price incentives, and perhaps look for lower prices at Target or Wal-Mart.

Distribution. Know where your target readers shop or look for information on your topic. If they frequent gift shops, supermarkets or Petco, then have your books there. Distribute your children's books to schools, daycare centers, children's libraries, PTOs or to the home schooling segment. Sell your business books to corporate buyers or appropriate associations.



Promotion. What print and broadcast media are relevant to your target? Their age and level of education will help you choose the right medium as well as suitable vocabulary to use in your promotional material or media appearances. Would they be more likely to respond to your APP on their iPhone or your book's cover on a T-shirt? If they shop at Costco, then conduct your in-store events there.

As the saying goes, "You'll catch more fish if you fish where the fish are." Know who your targets are, where they are, how many of them exist and why they buy. Then find creative ways to get to them. There are too many fish in the sea, so don't let the big ones get away.

How to Outsource to Boost Self-Publishing Success

Amy Harrop



If you're a fan of the DIY philosophy, you probably feel that having something done right means that you must directly participate in every stage of the process from start to finish. While there are no doubt several positives about doing things on your own, there can also be major pitfalls that sabotage your goals, aspirations and success as a self-published author. To add to that, wearing a dozen or more hats and taking on a mountain of responsibilities gets tiring fast.

After you've poured your heart out and done the grueling work of writing your manuscript, you don't have to struggle on your own in order to get your book fine-tuned and ready for distribution.

Book publishing is a business, and like any other type of business it benefits most when the CEO knows that one of the biggest keys to success is being able to delegate and share responsibility with the people who have skills that produce desired results.

This is what outsourcing is all about. It can, quite literally, transform and enhance the way you approach book publishing overnight. If you want to know more about how outsourcing works, this smart guide is meant as a starting point for you and your business to use as a baseline framework. It serves as a great reference guide as you work through the process time and time again.

What are the Major Benefits of Outsourcing for Self-Publishers?

As an author keen on self-publishing, you may be wondering how on earth using help to get your books ready to sell or for a targeted marketing effort truly benefits your overall plans.

After all, you should know better than anyone else what needs to happen for your book to be published and sold successfully, right? Taking on all aspects of book production on your own also shouldn't cost you as much as hiring someone and outsourcing specific tasks.

But how sure are you about that?

There are two major benefits that outsourcing has for self-published writers.

First, is the level of professionalism that outsourcing can bring to almost every aspect of your book.

You are a writer, first and foremost. However, publishing a quality book goes far beyond simply putting meaningful words on a page.

If your book contains typos, grammatical mistakes, has a hard to read layout or an unprofessional-looking cover, it can spell disaster for the future of your book sales and reader feedback.

Second, and most important, is the value of your time and how you use it.

As mentioned before, you are a professional writer, not a graphics artist, editor or marketing expert. Your time is better spent working on new manuscript ideas instead of spending hours tweaking layouts and formats or even worse, having to learn the technical side of everything associated with promoting your book.

The truth is that it's do-able, but it's simply not necessary.

Smart writers who make the most of their talents focus on coming up with the ideas for books that people want to read and then writing them. They leave all of the “technical stuff” to people who are much better at it.

What to Outsource for Higher Self-Publishing Productivity and Success

So what kinds of things should you be outsourcing so you can focus more of your time and energy on what really matters? Here are a few ideas.

Editing

Editing is one of the most important parts of getting your book ready for publication and widespread consumption. Nothing screams amateur and unprofessional like a book riddled with errors.

If you believe that a few minor mistakes won't make the wrong impression on your readers, think about the last newspaper you read or news report you heard where the grammar or spelling was less than stellar.

That moment probably made you question whether or not you should be trusting that outlet as a credible source of information. If they couldn't get something as basic as spelling right, what else could they be doing wrong? The same thing goes for your book.

Being too close to a project can also make it very difficult for you to pick up on simple mistakes even if you read your manuscript several times.

A third party will read your book with fresh eyes and an unbiased perspective which makes subtle errors glaringly obvious.

Text Layout and Formatting

In a similar vein to editing, typesetting your book for print or digital consumption is an extremely important step in publishing successfully. Having text that is too large or small and doesn't present well on paper or screen makes it much more difficult for your reader to digest your book.

Proper formatting simply makes reading and understanding your words less of a chore and more of a delight. It allows your audience to fully absorb your message.

If your book happens to contain images or a lot of subheadings and bullet points, it becomes even more important that the formatting and layout steps be done by someone who truly understands how to make the most of each page.

Cover Design

Make no mistake about it, covers sell books.

Even if you have a potential New York Times Best Seller on your hands, having a boring or basic book cover will do you no favors on your quest to bring your dream to fruition.

Well-designed book covers attract attention and often generate interest even in people who are simply browsing for general information.

Instead of spending hours trying to figure out what kinds of graphics, colors and fonts come together nicely to create the perfect book cover, simply leave it to a skilled book cover designer while you do the things you're comfortable with and are sure about, like more writing!

Social Media Management

Book promotion is an aspect of self-publishing that many authors take on with gusto by doing book tours and having an active social media presence.

Learning how to use social media to drum up interest in your books and attract new fans isn't too difficult. However, being very active on platforms like Twitter, Facebook and Goodreads can be a huge time sucking experience.

It requires consistent daily attention and time that would be better spent polishing up a current manuscript or getting started on a new one.

Blogging

Establishing a blog and posting to it regularly is one of the most effective ways for self-published authors to promote themselves and their books as well as have a closer connection to their fans.

Blogs also naturally lead into other marketing opportunities like email lists, which can boost book sales tremendously. However, finding the time to write several blog posts each week or month can be distracting and a drain on time.

Outsourcing your blog writing is a brilliant form of task delegation that helps to keep your personal marketing machine humming along while you focus on more important matters.

Where to Find Quality Outsourcers

Now that you know the virtues of outsourcing, it's only natural to want to know where you can find these people and services that can help to transform the way you move through the book publishing process.

The good news is that there are freelancers all over the world who are ready and willing to help you achieve your goals on various online platforms that include:

Fiverr • Upwork • Craigslist • oDesk • People Per Hour • Outsourcey

They are available to work at widely varying price points. With that said, it's important to note that you usually get what you pay for, so vetting candidates thoroughly before selecting an outsourcer is vital.

Self-publishing can be a daunting prospect, but if you focus on doing the tasks only you can do and share the rest of the load with others who do it better, faster and in many cases at a lower cost, you are well on your way to boosting your self-publishing success exponentially.

Self-Publishing, Tips for Author

Amy Harrop is a long-time writer, teacher, publisher and trainer. She had created dozens of products, trainings and courses, and loves helping people create, promote and monetize content. You can get more publishing and content tips, plus a variety of free publishing resources at – AmyHarrop.com

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.

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)

“Should I price my book the same as competitors’ books.” Arnie Freeman

If you price your book the same as competitors, you could lose money on every sale. For example, if they print 5000 books at a time, their unit cost is likely to be lower than yours if you print 100 books at a time. Here are eight tips to help you price your book more profitably.

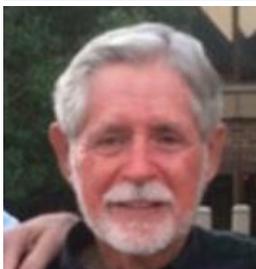
1. **Consider all cost factors.** Many variables contribute to the pricing decision. What is the trim size? Page count? Competition? Unit manufacturing cost? Market segments? All of these factors must be considered when establishing the retail price.
2. **Pricing your book is an art.** Once your costs, distribution fees and expected profits are determined, it's time to apply intuition to your pricing recipe.
3. **Price your book based on its value.** The price is always too high for a book that is not needed. Price is a feature. Value is a benefit.
4. **Do not price your book using an “X-time-cost” formula.** Printing costs vary widely depending on the technique used and quantity printed.
5. **Look at your price differently.** Price your book based on the number you must sell to net \$1000
6. **Know your discount structure.** Know your costs, whether using POD, independent publishing or buying books from your publisher. How much will you make on each book you sell?
7. **Price is not the same as cost.** The price is listed on the book, but the cost is related to the personal value the reader receives from buying it. In corporate sales, the cost of your book is related to how well your content helps the buyers reach their companies’ goals.
8. **High vs. low price.** Choose a lower price for a mass-produced book with a simple distribution channel, if there is fast title turnover, if the content has extended usefulness and if you desire a large market share. Choose a higher price if the opposite is true.

You're on The Air
(Eric Marcus, Author of *Breaking the Surface* and former producer for
Good Morning America and *CBS This Morning*)

The decision not to select you may have nothing to do with your experience or topic. If your subject is not right for the audience or if the topic has been the theme of a recent show, the producer will opt for a different guest this time. If you are rejected, find out why and resubmit your proposal later.

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)



What is the key to succeeding at anything you want to achieve? To accomplish anything, you must first change your thinking.

The majority of New Year's resolutions fail, and it's for the same reason. People don't accomplish their goals because they're trying to change their behavior. Changing behavior is incredibly difficult.

Behavior Comes From Thoughts

Behavior patterns stem from thinking patterns. There's one skill that incredibly productive, successful people tend to have in common: mental discipline. Once you learn mental discipline, it will be easier to accomplish anything, and you'll be able to tackle your goals faster. To do so, you must learn to monitor and manage your thinking.

Your thoughts can control your emotions, which can control your behavior. That's why it's so difficult to change behavior without changing thoughts first. Changing your thoughts isn't easy, either, but it's possible to train your thoughts to be more productive and that's exactly what successful people do.

"If you can change your thoughts, you can become more confident in yourself..."

Monitor Your Thinking

I encourage you to spend some time in quiet reflection each day and make a habit of noticing what you think about. It's important to monitor and manage your thoughts so you can identify lies that you're telling yourself, excuses and unproductive thought patterns. Then, when you notice them, turn them into productive thoughts. Maybe you talk yourself down in your head. If you can change your thoughts, you can become more confident in yourself and your ability to achieve whatever you want. People who have mastered this skill are successful because they stick with a problem longer and don't give up. They have the mental discipline to get through challenges that defeat others. And that's critical to success.

Try This Thinking Exercise

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

Get a small pad of paper, a pencil, and an alarm, and carry these things with you throughout the day.

Set the alarm to go off every hour for ten hours.

Every time the alarm goes off, quickly jot down whatever thought is on the top of your mind.

Do this for a week. Then you'll have a long list of short thoughts, and you'll be able to see patterns emerge.

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

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

Publicity Tips from Marika Flatt, PR by the Book, LLC

marika@prbythebook.com / www.prbythebook.com



Just about everyone can benefit from good publicity. The majority of our clients are book-related in some form or fashion (publishing houses and authors), but some of our clients are small businesses or experts in their fields, wanting to build name recognition and their brand. Whether you wrote a book or want to build a speaking career or brand your business/expertise, you need good publicity. Publicity is so much more effective than advertising. Spend your money wisely. Here are some tips to help you do that.

- Monthly magazines have a 3-6 month lead time (depending on whether they are national or local) and they oftentimes like to review a book the month it's hitting the market. Therefore, if your publisher (or you) has not sent out information to magazines ahead of time, you will possibly miss the opportunity for book reviews. However, there are other opportunities for print coverage after publication, such as: being featured in a larger story as an expert, an excerpt from the book or submitting an article in exchange for a byline. It is important to keep this lead time in mind as the publicity campaign begins. A client often sees the magazine clips rolling in *after* the publicity campaign is already over, due to the long lead time.
- Look for the best fit with a publicity firm. There are many firms, with many varied options. For instance, our main offering is a full-scale media relations campaign that is 4+ months long, but we also offer mini campaigns, online-only campaigns and tour city campaigns. Research firms to find the ideal fit for you.
- Two months is a really short amount of time for a publicity campaign as it does not leave time to do much follow up, which is oftentimes very crucial to getting media attention. Therefore, we only recommend this option to those who want to help with their own follow up. This is a good "testing the waters" option for novelists or others who aren't sure how the media will react to their pitch. Also, a radio-only or online-only campaign is a great option for those on a tighter budget.
- Capitalize on your travel schedule. We target all appropriate media in a specific market if our client is visiting for a book signing, speaking engagement, business meeting or even just vacationing. Ideally, you'd have a 4-6 week lead time to do this in order to give enough time to get pitches written, build media lists, pitch that market and follow up. It helps if you have an event to tie your visit to, as that makes it more "local" to the media and gives them a time-sensitive reason to feature you. Oftentimes, it depends on what else is going on in that city at that time as to how much coverage this will net you.

How Sell More Books – Non-Returnable

Brian Jud



There are two large markets in which to sell books. One is through bookstores (bricks and clicks) and the other to non-bookstore buyers. While that is correct, there is a better way to define the two opportunities for book sales. One is Business to Consumer (B2C) and the other is Business to Business (B2B). This distinction more accurately reflects the disparity.

You are already familiar with B2C marketing because it is conducted primarily through retailers, including bookstores, supermarkets, airport stores, discount stores, etc. You sell a standard product through a distribution chain that takes 55 – 70% of each sale. Your income per unit sold is fixed. The retailers display (not sell) your book on shelves surrounded by competitive books, mostly similarly priced. If you want to attain net sales of 10,000 books you must promote consistently, enticing 12,000 individuals to each purchase one (assuming a 20% return rate). And all sales are “one and done” meaning you have no knowledge of who the ultimate consumers are, removing the likelihood of selling additional products to them.

B2B marketing is very different from B2C marketing, but therein lies the chance to generate large, non-returnable, repetitive sales. B2B buyers are in non-retail segments such as corporations, associations, schools and the military. Here are some of the distinctions that define this opportunity.

There are no distribution chains, so you make the sales calls by phone (smile and dial) or in person (grin and grip). Not everyone has the time, desire or skills to do this, so there are sales reps/agents who can do it for you for a percentage of the sale. Authors who are more aggressive can find lists of potential buyers on sites such as <https://www.manta.com/> (copy and paste this to your browser). Sort the list by industry and search for those companies that could use your content to solve a business problem.

For example, a local bank wanted to thank new clients for opening a saving account. It realized that an educated customer is a long-term customer, so we focused on young clients to insure years of good relationships. We developed a promotion geared towards high school and college graduates. The bank gave each a personal finance book as a business gift, customized with the bank’s logo as a gift for opening an account,. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. Over 7,000 books were sold on short discount. We sold the same concept to other banks in non-competitive geographical areas for additional sales.

This promotion demonstrates several other characteristics of B2B marketing. One person can purchase a large quantity of books on a non-returnable basis. Additionally, you are no longer selling a commodity product since the form is a variable. The buyer may wish to purchase your content in a printed book, an ebook, audiobook or other format. Also, since the price is negotiated your revenue per sales is not fixed. A sale of 7,000 books may be discounted by 60%, but you are still 10% more profitable than selling through a trade distributor, and the buyers pay the shipping charges. A satisfied buyer may purchase more of the original title or acquire your other titles for future promotional campaigns.

B2B marketing applies to retailers, too. We worked with a small chain of children's shoe stores to implement a punch-card program where every \$50 spent was worth one punch on the card. Each time a card was punched 4 times, the child or parent selected two books from those available on display. The theme was "We'll take care of your child... from their head to their feet." Over 4000 children's books were sold, and moms loved this promotion. This also helped build their loyalty to the author's other titles.

As you can see, book marketing is not an either/or proposition. Create a dual distribution strategy in which you sell through B2C retailers (including bookstores) and to B2B buyers. In both cases, sell your books to them in the ways in which they can use them, not in the way you want to sell them. Understand the customers of your customers, and help them reach their goals and you can sell increase your sales, revenues and profits

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

APSS Bi-Weekly Top Ten List

People who say *no* to one thing may be more likely to say *yes* if asked again. Use that fact to your advantage in a sales situation. If your prospect says no, think, "I heard what you said but it's not what you meant." You can more easily get to *yes* when you recognize the **Top Ten Tips for Getting to Yes after No**.

1. Begin with an attitude of how you can solve customers' problems instead of thinking about how many books you can sell.
2. People are reluctant to admit they made a mistake. Once they say no, they will not change their minds unless given new information.
3. Do not tell them they made a bad decision. Instead, agree with them. Take them by surprise by saying, "That's exactly what I would have said based on the information you have. But if you consider this fact..."
4. Rejection is often due to situational factors. People may want to help you, but at the present time may be too busy. When cold calling on the phone, give the recipient a reason to listen to you, then ask, "Is this a good time to talk?"
5. In general, people want to be helpful. If they say no too quickly they may feel bad and actually become more willing to help – if you persist professionally.
6. Start high and work down to a lower level of commitment. Most children learn that if they want a hamster they first ask for a pony.
7. The buyer – not your product – should be the focus. Do not begin the sales process by asking, "What else can we make?" Instead ask, "What else can we do for our prospect?"
8. Sell content, not books. The product form is a variable. If prospects want your content delivered as a DVD they will say *no* to a book.
9. Listen to your prospects. Try to uncover and sell to their interests, not their positions. Their position may be that they have never used a book as a premium before, so why start now? Their interests lie in selling more of their product, motivating employees or creating a safer workplace. Focus on their interests.
10. Do not take *no* personally. Your prospects are not saying *no*, they are saying, "show me a way your content can help me and I'll give it another look."

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



Wouldn't it be a shame to pick up your freshly printed book, turn to your great essay on your favorite topic, and realize you forgot to include it? That could happen if you don't have an outline. After all, your book will contain hundreds if not thousands of facts, figures, ideas, stories, and anecdotes. It is all too easy to forget something if you don't stay organized.

Most likely, you'll write in the early morning before your kids are up—or late at night after everyone's asleep. These might be the two worst times to write because you are not at your best. You could forget to include a funny story or a dire warning or a persuasive fact. Or you might forget to include a —thank-you! to people who helped babysit your kids while you were writing. Wouldn't you hate to have that happen?

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>

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

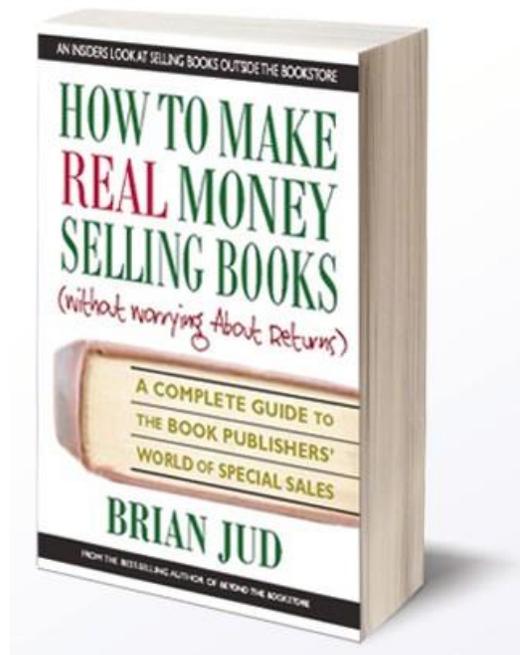
Sell more books, more profitably to non-bookstore buyers

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

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

\$24.95

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

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

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

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

[Click here for more information.](#)

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

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

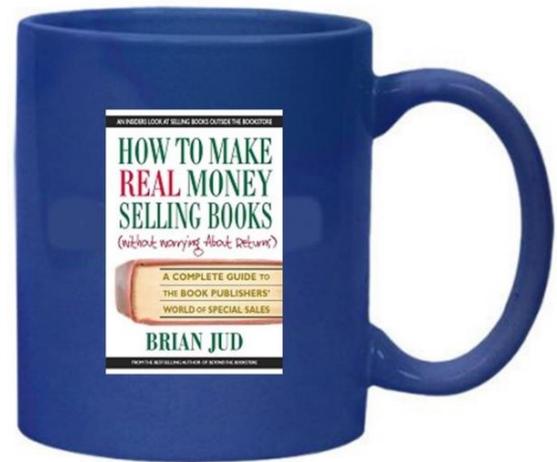


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