

Here is your August 3 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 16 Number 463 August 3, 2020

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

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All non-returnable.

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Top inquiries from the salespeople
for the week ending 7/31/20

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

News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers
for Special Sales

The APSS Free Virtual Book Marketing Conference (Sept 10 – 11)

Today's Way to Market Books for Tomorrow

Discover how to sell to non-bookstore buyers you never thought of for profits you never dreamed of

Yes, this two-day virtual conference is presented to you for free. You will discover how to sell your books in more ways than you ever imagined and to people you never knew existed— in large, non-returnable quantities. National speakers on all critical book-marketing topics. For more information email 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>)

Have you ever attended a Tupperware party? The Tupperware Company built up an incredible market almost solely on the basis of home party sales. Why not apply the same technique to advertise and distribute your books? Lions Head Press has found that home party sales can be effective for selling religious books. They use individuals to demonstrate their entire line of books at in-home parties.

Marketing Strategy

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



Get on the trend to audiobooks and make more money. According to the Wall Street Journal, when Audible (Amazon.com's audiobook subscription service) "owns the audiobook rights, print publishers no longer get a cut. Typically, this means more money is passed on to the author." And revenue from audiobook sales is rising, "In the first eight months of 2019, publishers' revenue from audiobooks grew 20% for the same period a year earlier."

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)

Scuttle the rebuttal. If you are planning to write something on a provocative topic or to make a confrontational presentation, try to anticipate criticism. Think about what your detractors might say and present your position before they can critique you. If they get through to you, respond to their negativity rather than react to it defensively. Know your material so you can rebut with facts. Keep an open mind since there may actually be something you can learn from the cynics.

The Very Idea

(Editorial by Brian Jud)

While quarantined, many people have opted to purchase equipment for home workouts. The chart at the right shows the number of times a home gym is used from the time it is purchased. It was posted at my gym over this statement:

Many people workout hard, see slow or little progress and then get frustrated or discouraged. Most times their lack of progress isn't because they aren't trying hard enough. It's because they don't have the right plan.

I thought how much that applies to book marketing. I've seen the same thing happen to authors. But it doesn't have to be that way. Selling books is as simple as PIE if you look at that as an acronym for **P**lanning, **I**mplementing and **E**valuating.

Take the time to plan what you will do before you do it. Then your actions should be more focused, coordinated and probably more effective. But if you are not getting the results you expected, evaluate your efforts. See what needs to be changed, make the changes and start implementing again. This sequence should help you see results more quickly and keep you more motivated to succeed.



Helpful Website of the Week – Adele M. Annesi

(Adele is an award-winning freelance development editor specializing in fiction and nonfiction, 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)

AWP Writer to Writer Mentorship Program

https://www.awpwriter.org/community_calendar/mentorship_program_overview

AWP's Writer to Writer matches emerging writers with published authors for three months. Writer to Writer is free for mentees. Mentors volunteer their time and get a free one-year membership. The program is for all AWP members, especially underrepresented writers who don't have an MFA.

Spotlight on Book Selling University

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

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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)

“Why won’t libraries order books directly from me instead of through a wholesaler? Toby Murray

Library wholesalers offer many services to public and school libraries, such as those described here. If you decide to market directly to libraries, they might expect the same capabilities from you. In most cases, an individual publisher will not be able to provide them, so it again behooves you to market through a wholesaler.

1) Opening-Day Collection Service

Some wholesalers will recommend an opening-day collection list for elementary, middle, and high schools based on discussions with library media specialists and national review sources.

2) Automated Cataloging and Processing

Your wholesaler should complete the details of cataloging and processing. A range of processing options provides shelf-ready books or loose components for new material processing at the library.

3) Machine-Readable Cataloging

MARC is the acronym for Machine-Readable Cataloging. It provides the mechanism by which computers exchange, use and interpret bibliographic information and its data elements make up the foundation of most library catalogs used today. Some wholesalers provide MARC records for books shipped in a variety of formats compatible with the library’s management software. MARC became USMARC in the 1980s and MARC 21 in the late 1990s. (CAN/MARC is the Canadian MARC)

4) On-line services

On-line ordering is fairly common, and the distribution system should allow librarians to search for title information and check status and availability.

5) Electronic Data Services

An order should be easy to enter with as little information as an ISBN and the quantity. The wholesaler’s title database should normally be updated to reflect the most recent changes in title status and availability.

6) Collection Development

Wholesalers can assist schools with core-collection development and curriculum support since they have greater access to award and best-books lists and review sources. Once the library provides the selection criteria, the wholesaler can provide a customized selection list based on their requirements.

7) Title Suggestions for New Schools

Opening a new school library is a time-consuming process that involves a number of complex tasks. Wholesalers can help a librarian get through every step of the process by suggesting a complete selection of titles.

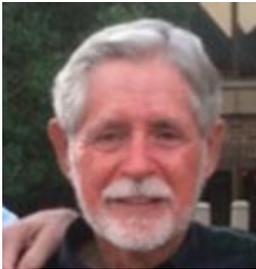
You're on The Air

(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)

The most important thing, whether you're on a radio show or a television show, is to be an engaging guest. It's a performance. You have to think of yourself as an actor. You have to be an active participant.

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)



We all work hard to create the lives we want. We spend a lot of time focused on our work, our purpose and achieving the goals we set to fulfill that passion and serve others. For many of us, it's been a long road to this place. Despite doing the work we've envisioned, serving the people we want to help, living the dream we'd imagine, something's still not quite right; something's askew. We're exhausted, overwhelmed and flat- we can't sleep or turn our brains off. What's wrong? Our lives aren't broken- we're just out of balance.

Even good stress, the kind that drives us to achieve, can create imbalance. That's because stress is insidious; it sneaks up on us creating havoc. Stress affects our hormones which affects our sleep which affects our hunger which affects our diet which affects our health, which ultimately affects our ability to enjoy life. It's a downward spiral, but we there are simple things we can do to intervene.

Cortisol is the primary hormone released under stress, kicking in with our "fight or flight" response. Although cortisol, released by the adrenal glands, is not in and of itself a "bad" hormone; it becomes a problem when we are under chronic stress and too much of it is released.

High cortisol production over time is tied to symptoms including weight gain, anxiety, high blood pressure, blood sugar imbalances, sleep disorders, fatigue and impaired cognitive function. No wonder we're not having fun!

The good news is you do have options. These three simple steps will go a long way to help reduce stress and the symptoms that go along with it.

1. Stop eating inflammatory foods. Poorly managed blood sugar levels and important levels of inflammation can contribute to high cortisol levels and other hormonal imbalances. Following an anti-inflammatory diet low in processed foods and high in antioxidants, fiber and essential nutrients is key to balancing hormones, controlling your cravings and getting you on the right track. Eat whole foods, low in sugar and high in healthy fats. If it comes in a box, through a window or has more than five ingredients, don't put it in your mouth.

2. Smart Exercise. Exercise is one of the best ways to manage stress, balance hormones, sleep better and aid normal metabolic functions (like balancing blood sugar levels). Exercise benefits hormone levels because although it temporarily increases adrenaline and cortisol production, it generally helps bring cortisol back down to normal levels afterward. This cycle helps your body better handle stress and gives your autonomic nervous system (the one that controls your stress and relaxation responses) its own workout. This means the next time your stress hormones rise due to a perceived threat, you should be able to lower cortisol levels more easily, since your body becomes primed to this during physical activity.

Both high intensity interval training and more meditative exercises like Yoga or Pilates will help you reduce stress. The important thing to do is find what works best in your schedule and commit to doing it consistently.

3. Become Mindful. Studies show that creating a mindfulness or meditation practice is one of the most effective ways to reduce stress. Studies show that daily mediation, prayer, giving thanks, or any other mindfulness-based stress reduction activity, performed for just 15 to 30 minutes daily can offer significant reductions in cortisol. Using meditative methods can also improve brain and heart health while bolstering your immune system.

4. Spend time in nature. Studies show that physical settings also play a role in stress reduction and being in nature is a well-documented way to promote relaxation. Get outside and go for a walk, get in the garden, play a game of hoops- doing things outdoors away from technology reduces anxiety and overwhelm. Resource: This is your Brain on Nature, by The National Geographic.

More than 70 percent of American adults admit they feel stressed or anxious daily. We have responsibilities at home and at work, and sometimes it all just becomes too much. Our bodies start to let us know that we're feeling the stress of our daily lives.

Addressing your stress by eating cleaner, moving more and taking time to breath may not decrease your symptoms overnight, but it will help you over time. Deciding to make positive changes is empowering in and of itself- a step that can go a long way towards reducing stress and clearing the mind. You've got a choice - exercise it!

Affordable Fulfillment Solutions For Your Ecommerce Business

Keith Korhely, Senior Program Manager, PartnerShip®
kkorhely@PartnerShip.com, www.PartnerShip.com

Having the right fulfillment strategy for your ecommerce business is crucial if you want to be competitive. Our members now have access to affordable [warehouse storage and fulfillment](#) services with our endorsed shipping provider, PartnerShip®. With fulfillment handled by PartnerShip, you'll be able to ship more efficiently, manage your costs, and reclaim your valuable time. Email warehouse@PartnerShip.com for more information and a custom proposal.

How Sell More Books – Non-Returnable

Brian Jud



The traveling public will return to flying again – hopefully soon. One thing all commercial airports have in common is that they have at least one bookstore, surrounded by a captive audience of interested -- and sometimes weary -- travelers looking for something to do to help pass time.

While biding my time waiting for a delayed flight recently, I was reminded of an important marketing strategy. Not everyone shops in airport bookstores, so why not sell books in other airport stores? There are many boutiques, specialty stores and even stores selling wine (with an assortment of books about wine and vineyards) at most large airports.

Selling through these stores gives a publisher the benefits of selling to airports' customers without having to experience the airport bookstores' penchant for bestsellers, or their "pay to play" philosophy where you pay for preferred positions.

There could be additional benefits to selling to the other airport stores, too. For example, books can be an impulse item purchased without due consideration given to price (price is less of an issue). Also, you eliminate your competition since there will be no rival books nearby for travelers to compare content or prices. Similarly, your book receives significant visibility among a broad audience. Exposure to international travelers may serendipitously lead to foreign sales.

What books sell well in all airport stores?

Titles for children tend to do well in airport outlets, especially children's "activity books." "Harder thinking" titles sell well among business travelers who spend a good amount of time in airports. Titles on management, investment economics, business biography, personal finance and health work well in the airport setting. Popular fiction always sells in this environment, too. If your book's content is tailored to the stores product offering, you have an even better chance of being accepted.

What books *do not* sell well in airport stores?

Hardcover books do not sell as well as softcover because people want portability. For the same reason, coffee table books, large books on photography and "souvenir" books are not usually fast movers, and therefore infrequently carried in these stores. Gift-focused books do not sell well because the stores are post-security and people do not want to carry them. Most people have already shipped the gifts, or packed them in their luggage.

Submitting your books for distribution

You can increase your chances of being accepted by airport bookstores if you have a distribution partner. Most distributors and wholesalers can sell your books to airport stores. Suggested distribution companies to this segment include:

- Baker & Taylor (800) 775-1800 1120 Rte. 22 E., Bridgewater, NJ 08807
- Bookazine (800) 221-8112 75 Hook Road, Bayonne, NJ 07002
- Ingram Book Co. (800) 937-8000 1 Ingram Blvd; LaVergne, TN 37086
- Readerlink (<http://www.readerlink.net>), 120 Kensington Rd, Suite 300, Oak Brook, IL 60523

When you submit your material to these buyers, send them a complete package. Include a copy of your book, your terms, a summary marketing plan, reviews, awards and sales history.

Demonstrate why your book should sell well in airport stores. Prove that you have studied the market and are submitting your book because it will help the store in some way. Show that your promotion will help increase sales and state that your store signings will attract people who would not otherwise shop there, thereby helping to build store traffic. All these factors will improve the airport store's profitability, which is why they should choose your book. In the meantime, your competitors are struggling to get paid space among the canyons of books in the airport bookstores.

Guest Columnist – Jeff Davidson

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



A Book Topic with Pizazz. Once you've selected a book topic, how can you ensure that it will work with live readers? Here are factors to consider about on writing on a topic with authority and pizazz:

1. Is the topic something that is consistent with your background, your experience, and your being? For example, many people today who want to write about various aspects of leadership, have, in fact, never led anything in their lives. Yes, one usually can assemble a fairly good manuscript by collecting information from articles on leaders, observing leaders, working with leaders, and interviewing leaders. However, there is simply no substitute for being a leader. Any knowledgeable readers is likely to detect the nuances.
2. Do you have a burning passion to write about this topic? If you do, you'll drum up energy and enthusiasm that will easily radiate to your readers. If you're only semi-passionate about your topic, or not passionate at all, you still may be able to write it effectively, over an extended period of time. However, with the passion factor missing, you may find yourself less and less eager to continue.
3. Can you, or will you, go the extra mile to stay at the forefront of your topic? Are you continually seeking out new data, insights, perspectives to offer? If you're a how-to author, enthralling readers is vital.
4. Can you add personal stories and anecdotes that will make your writing memorable? Stories and anecdotes, if offered powerfully, can make an indelible impression in the minds of your readers.

Excerpt from *Write Your Book in A Flash*

The Paint-By-Numbers System to Write the Book of Your Dreams—Fast!

By Dan Janal

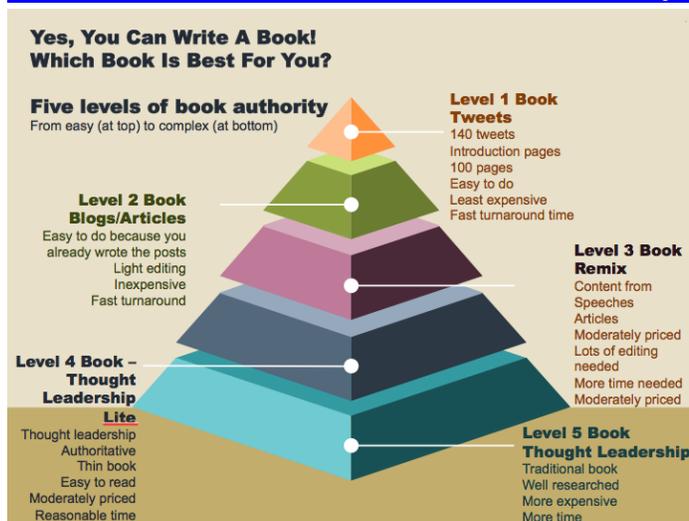


Figure: The Five Levels of Thought Leadership Books. (Images Provided by PresenterMedia.com)

Writing a book is easier than you think, especially if you tweet, blog, or speak. You might have enough content on your computer to write your book and not realize it. In (this and the next for issues of *Book Marketing Matters*), you'll see five different book formats. You can decide which format is best for you. Then we'll look at major book genres so you can model other successful books.

Yes, you can write a book!

The chart above shows five book formats, arranged from easiest to most difficult to produce. They also are arranged from credible to most credible. The key point is they are all credible! You can give any book to any prospect, and they'll think you are wonderful.

Use this guide to find the book style that will help you most:

- Tweets or Tips
- Blog Posts
- Remix or Curated Content
- Big Business Card
- Thought Leadership

Which book is the right one for you? It depends on your purpose. There's a style and a format that is right for everyone. Let's look at each book type, so you can decide which one meets your needs.

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>

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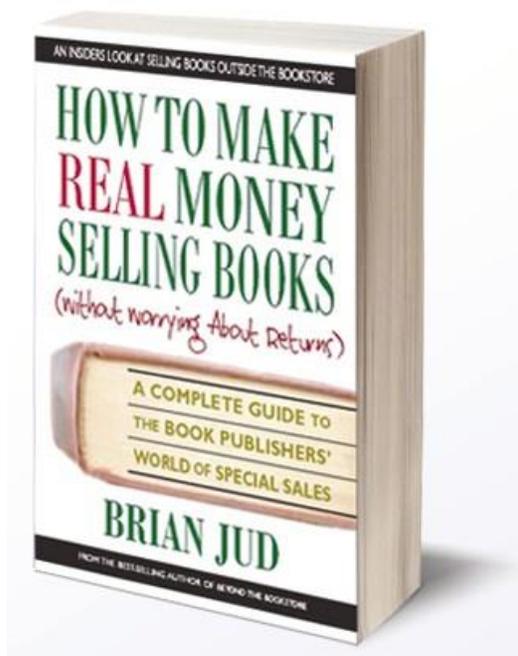
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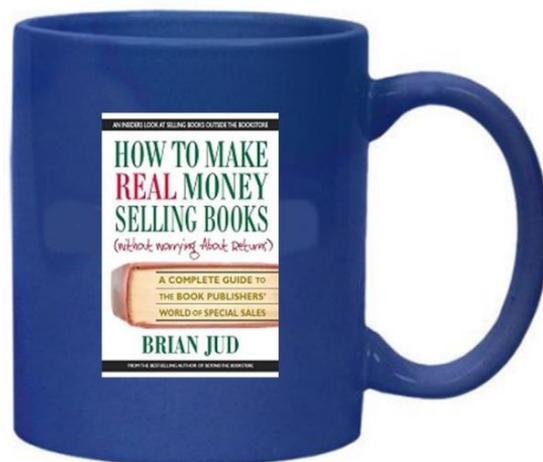


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Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at www.bookapss.org/PromoItems.pdf Find out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

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

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



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Contact Information for Brian Jud

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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