

Here is your January 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, Rick Frishman, Roger C. Parker 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 2 Number 449 January 20, 2020

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Top inquiries from the salespeople
for the week ending 1/17/20

<u>Title</u>	<u>Quantity</u>
<i>The Tolling of Mercedes Bell</i>	250
<i>The Vitamin Solution</i>	850
<i>Young Skin Diet</i>	1475

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



Association of Publishers
for Special Sales

Display your books at the London Book Fair

The London Book Fair New Title Showcase is the hub for international rights business during a key buying time for the industry. It gives agents, scouts and publishers the perfect opportunity to see your book on display.

APSS has an agreement with The Combined Book Exhibit® (CBE) to display APSS members' books there.

- Attendees can order your books on the spot.
- All books are displayed face out, visible to all attendees
- You can also provide your own order forms/ promotional materials
- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

Display your book at the London Book Fair New Title Showcase -- save with the APSS discount. **The deadline for London Book Fair New Title Showcase is January 31, 2020.**

- Print Book Display (per title, per show) - \$225
- Ebook Display (per title, per show) - \$225
- Print/Ebook Combo (per title, per show) - \$275

Register now for both exhibits (and many other shows) at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

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)



Talk to me in person! New to Book Selling University – a live course. BSU-501: “Lead Generation, Book Sales and Follow Up” is a virtual, one-on-one meeting with me. This is a live course – not pre-recorded. You will spend at least 60 minutes with an expert in selling books in both small and large, non-returnable quantities to corporate buyers. Discover how to sell your book – not just books like yours. You will leave with an understanding of the people who are most likely to buy your books, a list of your top prospects, how to contact them and most important, how to easily repeat the process for long term benefit and growth of your business See it and more at <https://bit.ly/2IAQn55>

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>)

Motivating employees is a process, not an outcome. Tell HR people how they and their companies will be better off by using your content to motivate employees (reduce turnover, increase productivity, etc.) over the long run. Talk about results. Be a “process catalyst.”

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)

Ask yourself two questions, the answers to which could make you more successful this year. First, “Wouldn't it be great if this year I ...?” The second is, “But I can't because ...” For example, “Wouldn't it be great if I could sell X00,000 books in large, non-returnable quantities? But I can't because I don't know how.” The answer to the first question sets your objective and the answer to the second points out the obstacle(s) to overcome so you reach your goal.

Eight Ways to Write More Persuasive Marketing Copy

By Brian Jud



Each year the average person sends about 40,000 words by email. For reference, that's nearly equivalent to the word count of *The Great Gatsby*. (“Readers Digest,” January 2020, p 79) Are your words effective in persuading people to buy your books? If not, keep reading.

Do you think people actually read all the information in your literature, in your press releases, or on your website? Think again. Most people do not read your marketing copy word for word, but quickly scan the page looking for information that is helpful and important to them.

People look at your promotional copy with an expectation of some possible benefit for continuing to read. They rarely study your text word-for-word. Instead, they scan the page, looking for words that are pertinent to their needs. A recent study found that 79 percent of test users scanned any new page they came across; only 16 percent read word-for-word.

Therefore, you are more likely to communicate with readers if you write copy that is scannable. It should quickly communicate a reason why they should purchase your book. In most cases, readers dislike copy that is too promotional, without substance, benefits or validity. People are busy, and they want to quickly get facts that are important to them. Some techniques you could use to increase the readership of your marketing copy include:

1. Highlight keywords that are important to the readers. You might use colors, boldface type, italics or even hypertext links to serve as highlighting techniques.
2. Break up copy with functional (rather than “cutesy”) subheads that communicate a benefit to the readers, rather than entertain them.
3. Number or bullet your lists to set them apart from the text.
4. Your copy should be complete, yet concise and clear.
5. Get the readers’ attention quickly, giving them a reason to continue reading. Apply the AIDA formula for writing promotional copy: Attention – Interest – Desire – Action.
6. Follow the adage, “Tell me quick, and tell me true, or else, my friend, the heck with you.”
7. Less is more. Keep it straightforward and simple (KISS), using short, rather than long text to draw the readers in.
8. Use graphics that are professionally produced. Use testimonials and endorsements from well-known people to build your credibility.

These points recognize that people do not want to sift through “hype” to find out if the offer will benefit them in some way. They also demonstrate that marketing copy must be customized for the intended readers, offering them specific benefits. For example, literature directed to the buyer at a retail store might show that your sales history and promotional efforts could increase store traffic and inventory turns. However, this copy would be of no interest to librarians looking to provide useful information to their patrons.

Stop selling your books. Instead, concisely communicate – with clear, scannable and objective copy and layout -- ways in which the people who buy your books will benefit. In *Catch-22* fashion, you may sell more books as a result.

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

Murphy's Law is alive and well in the publishing industry. Things often go awry, and seemingly at the worst possible time. APSS combined several different lists to create this one of **Ten Ways Murphy's Law Applies to Book Publishing**.

1. Authors wish the buck stopped here, as we could use a few.
2. When you get books from the printer, the first page at which you look will have a typo.
3. If everybody could be interested in our books, why isn't anyone buying them?
4. Some authors get lost in thought because it is such unfamiliar territory
5. Many authors should exercise their right to remain silent because anything they say will be misquoted and used against them.
6. Everybody exaggerates on the air, but it doesn't matter since nobody listens.
7. The 50-50-90 rule: Anytime you have a 50-50 chance of getting something right, there's a 90% probability you'll get it wrong.
8. You can't have everything. Where would you put it?
9. Research is important. In fact, a recent survey shows that 3 out of 4 people make up 75% of the book-buying population.
10. We all start out in publishing with nothing, and after a few years we have most of it left.

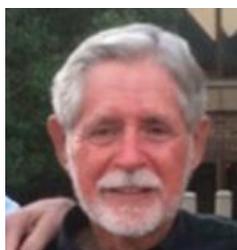
Marketing Strategy

(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here*.)

An old adage tells us that a journey of a thousand miles begins with one step. But what if that step were in the wrong direction? The traveler would waste unnecessary time, energy and money going the wrong way. If you took a wrong step in 2019, plan your book-marketing actions for 2020 to get back on the right path, going in the right direction. As C. S. Lewis said, "You can't go back and change the beginning, but you can start where you are and change the ending."

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)



According to Cavett Robert, "15% of the reason people get a job, keep a job and move ahead in that job, is determined by their technical skill launch - regardless of their profession. What about the other 85%? CABOT quotes Stanford research institute, Harvard University, and the Carnegie foundation as having proved that 85% of the reason people get a job, keep that job, and move ahead in that job has to do with their people skills and people knowledge."

Top 10 "Get Noticed!" Tips -- Jill Lublin

(Jill Lublin is the author of two national best selling books, *Guerrilla Publicity*, and *Networking Magic*. She is a renowned strategist and international speaker www.JillLublin.com)

- Be yourself. Build on your assets and your uniqueness because they are really what people want. Clients and customers want you, your special viewpoint or approach; your unique insights or touch, not a weak imitation of someone else. Don't just be a copycat; find your own voice. Get noticed in your own way; in the manner most natural and comfortable to you. Examine the approaches that others have taken and then follow what feels natural for you. Trust yourself and your instincts.
- Work your business around your life, so it fits in your life, supports your life, and reflects you. Too many people do the reverse, they work their lives around their businesses and it frequently doesn't work out well.
- Think of your clients, customers, referral sources, vendors, and suppliers as your partners and friends — as people who want to help you. Never forget that they're people, not just business statistics, and that you cannot succeed without them.
- Master the art of listening because when you listen, you truly learn. If you listen, people will want to share their knowledge with you, be with you and help you. They will consider you their friend and go to great lengths to help you.
- Before you take on any project, make sure that you know exactly what the client or customer wants. Reduce your understanding to writing to eliminate doubt. It's hard to satisfy people when you don't know what they want.
- Be generous. Make giving a central part of your life. Work hard and give your clients and customers more than they expect. Give people your time. Always show your appreciation, thank and reward those who help. Praise others, and give them the credit and the spotlight.
- Surround yourself with the most interesting, active, and positive people. Hang around with experts, authorities, and people who are smarter and more accomplished than you. Find ways to meet them and be with them because they will open amazing new doors for you. They will support your efforts and add fullness and excitement to your life.
- Constantly strive for excellence and do everything in the best possible way. Build a reputation for continually doing outstanding work and everyone will want to be with and work with you. People who live excellence will find you.
- Always ask can I do it better, more interestingly, or more inventively? Challenge yourself to go beyond your prior accomplishments and to always surpass your best. Constantly look in new directions.
- Never compromise your integrity. Stand by your values, but don't preach. Always be truthful, honest, fair, understanding, and humane. Deliver what you promised when you promised.

Follow these suggestions and you will be noticed. The best people will notice and appreciate you — and you will enjoy a wonderful life.

By Brian Feinblum
Chief Marketing Officer, SVP at Media Connect, a div. of Finn Partners
<https://bookmarketingbuzzblog.blogspot.com/2019/>



These Book Marketing Lessons Are All Around You

Book marketing lessons can be found in everyone and anything. Here are a few of them:

- You can get 50% of the people to buy into anything. Just say it with confidence and repeat it over and over.
- One gets attention from being loud. Just ask anyone who uses mass transit. I look up every time some loud moron talks excessively, an idiot's obnoxious ring tone goes off, or someone feels the need to publicly play volume-challenging music.
- Act crazy -- that definitely gets you attention. Just sound nuts or act in a menacing manner. Not enough to do actual harm or get arrested, but enough for people to stare at you.
- Attach a pretty face or hot body image to your message. Even in the enlightened #metoo women's movement of 2020, sex and beauty still sell products, services, and ideas. Take a hard look at Hollywood, Madison Avenue, and social media. How many uglies get Instagram followers in the millions? How many commercials, newscasts, or films feature attractive people? Exactly.
- Always offer a prize, swag, book give away, or something free. People can't get enough of this -- even if they don't really need it.
- Pay attention to language. Oh, you thought I meant use smart words and keep it clean? No, no, no. Dumb it down, curse, and go "street" on people. I don't know if that's even a term, but to go street is what it sounds like. Get into the gutter, keep it real, and throw in a few F-bombs to catch up to the trend of the day.
- Make a desire sound like a need. You don't need to go on a cruise to Alaska but you desire it. So, advertise it as a need. You need a break, you need to see this place, you need to experience luxury and comfort. Sell your book the same way.
- Build on familiar references. Makes sure people understand your marketing metaphors and PR analogies. If I say this book makes Honest Abe look like Nixon, most should know the reference to two presidents. But if I reference a rapper or some reality TV show B-lister, only a dedicated few will recognize him.
- Be controversial. Those who make accusations or demands get attention. Find an enemy or a bad guy. Demonize something or someone and speak up on behalf of others. If your book is about weight loss, criticize other diets or villainize food companies. If your book's on policy, criticize elected officials or government agencies. If it's a novel about cheating spouses, rail against cheaters. Find a target and shoot at it.
- Take ownership of an idea, value, or issue, regardless of your personal views. If your book can be linked, topic wise, to something in the news, hijack it and make it your story. From bullying, the environment, to healthcare, someone's talking about whatever your book covers so you should be front and center on it.
- Be a personality and less about substance. This one hurts to say, because most writers want to stand for something, using their words to tell a story with passion and purpose. But regardless of truth or values, focus on selling the sizzle. The shiny toy gets attention. Be a persona, one that's funny, smart, strong or whatever gets people's attention and wins them over.

Lastly, promote your book by getting others to do your work. Get testimonials, consumer reviews, and praise from those with credentials, name recognition, or big social media followings. Ask them to post about you and your book. Third-party validation still legitimizes you and makes people feel good about trusting in your book.

Spotlight on a Course in Book Selling University



Book Selling University has courses to help you produce better books and sell more of them. Today's featured course BSU-145: Forming and Using a Book Marketing Street Team, by Ally Machate. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

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)

“School Book Fairs are dominated by Scholastic who only include their books for sale in their school fairs. How does one market to parents in individual schools if they cannot be a part of their annual book fair?” Gaetano Amato

Another company that conducts school book fairs is Collective Goods (formerly Books Are Fun, <http://www.collectivegoods.com/>). They are more approachable than Scholastic. Is your content appropriate to the academic market? Then arrange distribution with American Reading Company (<https://www.americanreading.com/>). Sell your book as a premium to appropriate organizations such as The National Association for the Education of Young Children (<http://www.naeyc.org>), homeschooling associations (find a directory of homeschool associations at <http://www.homeschoolcentral.com/hsorg.htm>), private schools and government agencies.

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



Google Alerts helps you stay current on events about your topic. This free service delivers news about your topic to your inbox. To get started, go to www.Google.com/alerts and fill out a simple form that asks for topics you want to cover, your email address, and how frequently you want to receive updates.

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>

You're On The Air

(Brad Hurtado, former producer of Donahue, Maury Povich and The Charlie Rose Show)

One author never understood why he didn't get more than three minutes on an interview and never sold any books. I said, 'You're boring. Boring, boring, boring. And if you don't pay any attention to that, you aren't going to sell any more books. You asked me for my opinion, you're boring.'

The Very Idea (Editorial by Brian Jud)

Listen to your gut. According to experts, our subconscious minds constantly record and store unrelated data from the outside world. Later, it combines these data into good answers – hunches – if you simply ask, trust and listen. These hunches can lead you to making a call to a corporate buyer today instead of tomorrow (when the buyer just left for vacation) or asking a well-timed question that closes the sale. On what hunches can you act to sell more of your books?



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)

Chronicling America
<http://chroniclingamerica.loc.gov>

Sponsored by the National Endowment for the Humanities and the Library of Congress, this site enables you to search America's historic newspaper pages from 1836 to 1922. You can also use the U.S. Newspaper Directory to find information about newspapers published from 1690 to today. All in all, this is a great research tool to add authenticity to your writing project.



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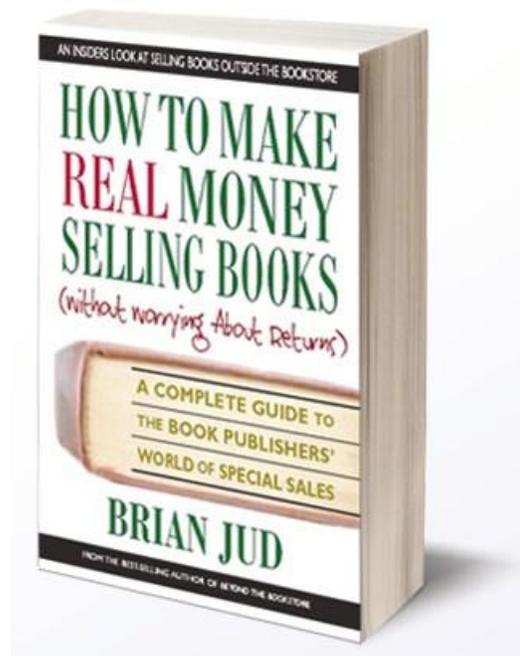
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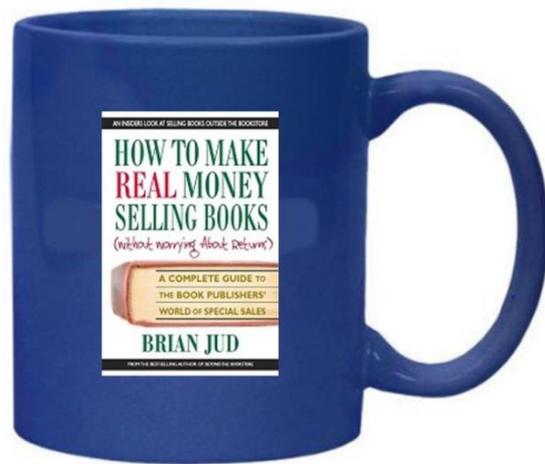


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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway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

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Contact Information for Brian Jud

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

Brian Jud is the Executive Director of The Association of Publishers for Special Sales (APSS). Join this association for many discounts from major suppliers and many educational programs that can help you sell more books more profitably. Discover more at www.bookapss.org

He also offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. www.premiumbookcompany.com

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at www.bookcentralstation.com. Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing.

Brian is the editor of this newsletter. If you have questions, comments or want to contribute a short article, contact him at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com