

Here is your February 17 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 4 Number 451 February 17, 2020

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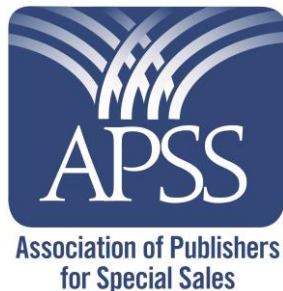
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<u>Title</u>	<u>Quantity</u>
Tommy	800
ABCs of Learning Issues	1375
18 Master Values	780
Runner in Red	390

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



#### APSS discount on book reviews written by *Publishers Weekly* reviewers

BookLife recently announced the launch of BookLife Reviews, a paid reviews product. BookLife Reviews are guaranteed, thorough, professional assessments plus marketing insights, written by *Publishers Weekly* reviewers and designed to help authors reach the right readers.

Here are the basic details about BookLife Reviews:

- \* \$399 for six week turn around
- \* \$100 expedite fee for four week turn around
- \* review written by Publishers Weekly reviewer
- \* if author is OK with final review, it runs in BookLife section of *Publishers Weekly* print magazine
- \* longer, more marketing focused than regular PW reviews
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To Your Success,

Brian Jud  
Executive Director, APSS  
[BrianJud@bookapss.org](mailto: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](mailto:guy@msgpromo.com))



Could a corporation use your book – fiction or non-fiction – as a business gift? Sometimes, the more expensive your book, the better it could serve as an esteemed gift. In today's highly competitive business marketplace, corporate gift-giving can create stronger brand awareness and have tangible, measurable effects on customer acquisition, loyalty and growth. Your book could be a unique promotional item corporations can use to accomplish that.

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>)

The reading of books is growing arithmetically; the writing of books is growing exponentially.

### **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))



While at the gym this morning I realized that book marketing is a lot like exercising. You create a plan, set an objective and evaluate your progress. For example, when lifting weights, you begin with as much resistance as you can perform correctly and comfortably. Then little by little you add more weight and try different techniques until you reach your goal. Then you raise your goal and do it all over again, day after day after day. If you quit, you go back to where you originally started. The same principle applies to running, swimming, biking – and book marketing.

### **Should You Rely on Intuition When Making Marketing Decisions?**

By Brian Jud



As publishers, we make decisions every day that impact the future of our business. And as small-businesspeople we tend to rely on our experience and gut feelings rather than upon external objective data. But by relying too much on intuition we reinforce the assumed precision of our decision, and possibly inhibit innovative thinking.

Trusting your gut when making marketing decisions is not bad in itself. The problem is that if you have not tested your intuition by going against it periodically, how do you know if it is helping you make the right decisions? You may only be reinforcing your closely held preferences.

There are three things you can do to check the accuracy of your automatic decision-making process. First, have a long-term perspective. Second strategically choose objectives, and third, consider multiple options for reaching your goals.

### **Plan beyond the near term**

Creating plans for the next year or two is relatively easy. The process is based upon historical information or on the results of similar titles. You know the new titles you have in the pipeline and your distribution channels are in place. While these facts can guide the decision-making process they should not be sole criteria.

So why plan through the “fog of the future” where the business circumstances are less clear? It is because the distant future is murky that you should plan for it. Provisional plans help you respond to changing conditions rather than reacting to them. Here are some things you can do to help clear the fog.

Instead of applying hindsight to the cause of a past failure (postmortem), imagine a future malfunction and analyze its cause (premortem). Play the Devil’s Advocate to identify potential problems and then devise actions that will avoid those results. Then play the Angel’s Advocate and prepare alternative plans and exit strategies.

Another way to create your future is to formulate three potential futures: the good, better and best forecasts of revenue three to five years from now. The middle ground could simply be the average of the two plausible, perhaps unlikely extremes. But this process forces you to at least consider different scenarios.

You can perform either of these techniques with your employees. Or, participate in a mastermind group for an outside perspective. People unassociated with the outcome of your decisions may be in a better position to see and vocalize potential obstacles and opportunities.

Once you complete your future plans, put them away for reconsideration later. It may only be a week, but give yourself some time to reflect upon the variables that led to your decisions. Will the author be as heavily involved in promoting the title as you originally predicted? Will you get the retail-shelf placement you assumed? What if it takes longer than expected for that corporate sale to close? Is your sales team capable of steering the large-quantity sale through the negotiating process? How will the answers to these questions change your initial plans?

### **Create strategic objectives**

Creating your long-term plan is like laying tracks for a train. It keeps you heading in the right direction, but it does not create the power behind your progress. Clear, measurable and time-destined goals clarify your destination and generate the energy to keep you moving toward them.

Many publishers limit themselves by defining a major target such as unit sales or gross revenue simply as a percentage increase over last year’s performance. However, there is a better path to greater results, and that is to build objectives for sales, revenue and profit for each title, one market at a time.

### **Increase your tactical options**

You cannot control sales and revenue, but you can influence them. Place your attention on the actions you can take to realize your objectives. Decide which of those you can implement to improve your product development, pricing, distribution and promotional practices.

These decisions can be no better than the best options under consideration. Therefore, a key to better decisions is to have more options from which to choose. The exercise above facilitates decision making by forcing you to think about how you are going to reach your targets for each title and market. It requires that you think about where and how you will generate profitable sales.

You can weed out those titles that are not destined to succeed in any particular markets, so these matrices yield a critical mass of options for sound decision making. Yet, people tend to pay attention to what they can easily evaluate by framing decisions with answers to yes-no questions, such as, “Should we sell Title B in Market C?” A technique to broaden the discussion is to follow a yes-or-no answer with, “Why?” or “Why not?” Another factor that limits options is asking questions like, “Should we sell through chain stores (bricks and clicks) or sell through independent stores, too?” This forces a choice between two familiar options. Instead ask, “In how many other places can we sell our books?” Or, “What if there were no bookstores? Where and how would we sell?” Questions like these force you to expand your thinking to non-traditional outlets, both retail and non-retail. Adapt this technique to help plan for the long term by asking, “What if this (pertinent) current trend continues. Where and how will we generate revenue?”

Anticipate good, better and best futures, establish stretch objectives and generate multiple actionable options. Your decisions can directly and positively impact your sales, revenue and profits for many years to come.

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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](http://www.bookapss.org)), and the administrator of Book Selling University ([www.booksellinguniversity.com](http://www.booksellinguniversity.com)) Contact Brian at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

## **Marketing Strategy**

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

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.

## **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))



I hope you have your 6 and 3 year goals and are really focused on your 18-month goals - sometimes it helps to now set 90 day goals that, when completed, will lead you to your long term goals. In 1994 I earnestly began my study of those individuals who set major goals and then not only achieved them but surpassed them. In addition, I attended seminars, bought books, and tapes in an attempt to distill everything down to key principles- what are the universal principles that when applied almost always work (we can't control everything).

Always be filling your pocketbook of knowledge. When you study your goals, do you have the knowledge to get there or at least know where to get the knowledge? Literally thousands of books have been written on what I consider the six key areas of life: Spiritual, Health, Relationships, Emotional, Intellectual and Financial. Knowledge is everywhere - books, tapes, seminars, mentors, mastermind groups to name a few but at least 85% of the adults do not access or apply these principles and only 5% truly make major changes in their lives. So make certain you have the knowledge - the cognitive. Keep soaring.

## The Very Idea

(Editorial by Brian Jud)

You cannot always follow in the tracks of others, no matter how easy it may seem at first. Do not price your book the same – the one you are copying may have different costs and therefore a different profit picture. Do not sell your book where they are selling it – look to other segments in non-bookstore markets. Do not go on the same TV and radio shows but find those that reach your target buyers. And write new content, something that is fresh, different and relevant to your readers. Do not lose track of your goals and make tracks toward them. Stay on the right path – your path.



## 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 is BSU-114: How to Land Appearances on Podcasts, by Cloris Kylie. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

**By Brian Feinblum**

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

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





## Books Everywhere! But Where Are The Readers?

Imagine books being available everywhere, online, in stores and libraries, and on wheels. Well, 2020 is shaping up to be a year for greater access to more books to more people. Let's look at where things stand these days.

First, books are sold all over the place. Aside from bookstores – and the number of indie bookstores has grown for nine straight years – Amazon makes all books available all the time. There are many sites that sell books, including some author and publisher sites. Non-bookstores sell books, from big box like Costco, Wal-Mart, and Target to gift shops, campus stores, museum shops, and newsstands. I hope this continues to grow.

Second, books are available for free at tens of thousands of public libraries across the nation and tens of thousands of public and private school libraries. Online, library patrons can access free e-books. There are also often book giveaways online, where authors or publishers want to use the free book as a *loss* leader for consumers to buy something else. Some authors and publishers will make a new book available for free for just a few days, so the e-book promotes word-of-mouth-induced sales of other versions of the book, such as print or audio.

But many parts of the country remain book deserts, where a bookstore or library are many miles away from where residents live. To the rescue? Bookmobiles!

A report in 2017 from the [www.libguides.ala.org](http://www.libguides.ala.org), said: “According to the most currently available report from the Institute of Museum and Library Services, about six percent of public libraries had one or more bookmobile outlets, with a total of 659 bookmobiles delivering library services in the U.S.”

However, there were as many as 1125 bookmobiles in the U.S., back in 1991. Kentucky, Ohio, and California are the states with the most book mobiles. So, is this the best of times for books?

No, but things have been steadily improving this past decade. There used to be more bookstores – indies and chains. Libraries have had their funding attacked by stingy states and the feds. The percentage of adults reading books – and the average number of books read – has been slowly declining. High school graduation rates and literacy rates need a bump forward. The competing distractions of online content, games, streaming, and social media challenges the time available for book reading. But if you want to read a book, luckily books are available everywhere, for free or a fee. Enjoy your next book.

**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)**

***Can media appearances help sell books to non-bookstore buyers?* Edward Hudson**

Appearances on mass media may reach everyone who will eventually go to one of the retail outlets (including bookstores) carrying your book. Promote frequently so people hear or see your message when they are about to visit the store. However, only a minority of the general public may be interested in your content. So instead of trying to reach *everybody*, try to reach *everybody who is a prospect*. You can do that through appearances on niche media – broadcast and print -- that appeal to a specific audience. Here are examples of how several authors used appearances on niche media effectively:

- Elaine Dumler's titles, *I'm Already Home* and *I'm Already Home Again* are “easy-to-follow, practical guides to fun, and inexpensive ways for keeping service men and women connected to their families while they're on assignment or deployment.” She sold over 80,000 books to the military segment because

she thinks “authors should get out of their traditional media mold to reach a more targeted audience.” Elaine received many calls for speaking opportunities at Army installations as a result of people listening to her on the Internet radio show, [www.armywifetalkradio.com](http://www.armywifetalkradio.com)

- Barbara Florio Graham was on WGN radio in Chicago as a guest of award-winning columnist Steve Dale. According to Barbara, “His *Pet Central* show is syndicated, and every time we chatted about my cat, Simon Teakettle, I was also giving a plug to my website ([www.SimonTeakettle.com](http://www.SimonTeakettle.com)). I always refer to Simon Teakettle III by that full name, rather than his nickname, Terzo.” Barbara can extend this reach through Terzo’s blog, “which repeatedly brings visitors back to her website to read about his latest antics and see new photos.”
- Curtis Patrick, former special assistant to Ronald Reagan, wrote *Reagan: What Was He Really Like?* In addition to promoting his book through store events, Patrick supported his efforts by making an appearance on the radio station at which the former president worked when he was starting out. He was asked back for multiple appearances and is currently working on his second volume of this *tell-all* book.

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



DESCRIBERS is a mnemonic device I created to make it easy for you to brainstorm and identify information for each chapter. Each letter in —describers stands for a word. Each word in this group identifies a technique for convincing people to come to your point of view. For example:

**Diagrams**  
**Engaging numbers**

**Stories**  
**Cartoons**  
**Relevant quote**  
**Incidents/anecdotes**  
**Bar charts and graphs**  
**Every relevant question**  
**Research**  
**Studies and case studies**

If your chapters use several of these elements, you will convince readers you are a thought leader and a person they want to know, like, and trust. You don’t need to have all these elements in each chapter. However, if you use this device as a guide, you will never run out of ideas.

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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>

**You're On The Air**

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

*If you are part of a panel discussion, you have three tools to use. Tool number one, jump into the conversation. Tool number two, always get back to the main point, your point, of the conversation. And tool number three is don't lose any chances to add your wealth of knowledge.*

## APSS Bi-Weekly Top Ten List

Every month *Fortune* magazine interviews a successful entrepreneur. Each is asked for his or her top pieces of advice for budding entrepreneurs in a wide variety of industries. APSS has previously reprinted many of these tips. Here are **Ten More Tips from Successful Entrepreneurs** gleaned from recent issues of the “Venture” column in *Fortune* magazine:

Colin Angle, Rodney Brooks and Helen Greiner, Founders of iRobot

1. **Manage by core principles.** Having an innovative culture requires buying into the challenge of being innovative. If someone's comfortable only with black-and-white cost optimization, that person won't deal well with the risk and failure that comes with something new.
2. **Don't wait for perfection.** We knew the Roomba needed an automatic charging station, but the first one didn't have that. We wanted to get it on the market and get feedback. You can develop a better product as you go along.
3. **Apologize for the inconvenience at all costs.** We didn't count on people using our vacuum cleaner every day. At first, they were killing the Roomba after six months. So we put a lot of money into a no-questions-asked policy, replacing customers' robots while we fixed the durability issue. When people have a problem and you fix it, they'll give you product loyalty.

Howard Ruby and CEO, Founder Oakwood Worldwide

4. **Have four eyes that go around your head.** Look out for the competition at every turn and observe what's happening around you. You have to be mindful of changes and where the markets are going.
5. **Don't just ask what a customer wants.** Ask why he wants something. If you go deep into that question you can add your own vision to make things better.
6. **Don't ride the crest of a wave in particular industries.** We had more than 3,000 units in Houston in the early '80s when the price of oil dropped from \$40 a barrel to \$8.50. The local economy crashed because it depended on the energy industry – and we went down with it. So spread your risk.

Sharon Anderson Wright, President and CEO Half Price Books: Three Books Every Leader Should Read

7. *Steve Jobs*, by Walter Isaacson: follow your instincts; expect excellence and quality from your employees; unlike Jobs, don't be mean or demeaning
8. *To Kill A Mockingbird*, By Harper Lee: stand up for your beliefs in spite of opposition; don't judge others by how they look or what people say about them; don't let rabid dogs get too close to the house
9. *Where the Wild Things Are*, by Maurice Sendak: be adventurous, meet new creatures and look them in the eyes; remember where you came from
10. *How to Make Real Money Selling Books (without worrying about returns)*, by Brian Jud: find new places in which to sell your books in large, non-returnable quantities (I added this one 😊)



## Artisanal Prose – On Writing Well

By 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))



Whether you're passionate about writing or just dabbling, eventually you'll likely want to improve your prose. For experienced or new writers, learning can be a joy, but, without careful and continual revision, your work most likely will not advance.

Writers already know that unless we write regularly, our projects won't progress. The formidable twentieth-century author Flannery O'Connor, known for her Southern Gothic style, was upfront about the hardships of writing. She considered revision a crucial part. "Sometimes I work for months and have to throw everything away," O'Connor said.

Like writing, editing must be systematic and precise. O'Connor believed in good writing and editing habits. "You may be able to do without them if you have genius but most of us only have talent," she noted. Her talent was honed by extensive and ongoing revision, and she was ruthless about it.

The unsparing willingness to cut what's not working is essential. But, how does a writer know what to remove? *Sleep, Baby, Sleep*, by Jessica Auerbach, tells the story of a young mother searching for her kidnapped baby. Auerbach moves methodically through the writing process, completing the novel and then she set her work aside. "I had been working for a very long time and didn't think the story had what it takes to be a book." First and foremost, she didn't ignore the nagging sense that the story wasn't working. Secondly, she took a long, hard look at the work. It was then that she discovered the problems. There was repetition and lack of forward plot movement. "It felt like I was standing in one place and telling and retelling same incident," Auerbach said.

Aside from removing what doesn't work, a writer must include what does work. How do you accomplish this? O'Connor makes a good model. "It is the peculiar burden of the fiction writer ... to make one country do for all and that he has to evoke that one country through the concrete particulars of a life that he can make believable." This concept also applies to nonfiction, but this kind of consolidation can't be done in one draft. When you realize something's amiss, you can implement the needed change(s) from that point. Create a "To Resolve" section, to remind yourself to make the change(s) from the beginning.

Why do writers do all this work? One reason is to make our writing come alive. O'Connor believed this even after having to discard months of work. "I don't think any of that was time wasted ... something goes on that makes it easier when [the writing] does come well."

For more on Flannery O'Connor's writing perspective, read *Mystery and Manners*.

Happy writing!

Submit your writing query to [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net). Adele Annesi is an award-winning author, editor and teacher, and co-founder of the Ridgefield Writers Conference <http://ridgefieldwritersconference.blogspot.com>.

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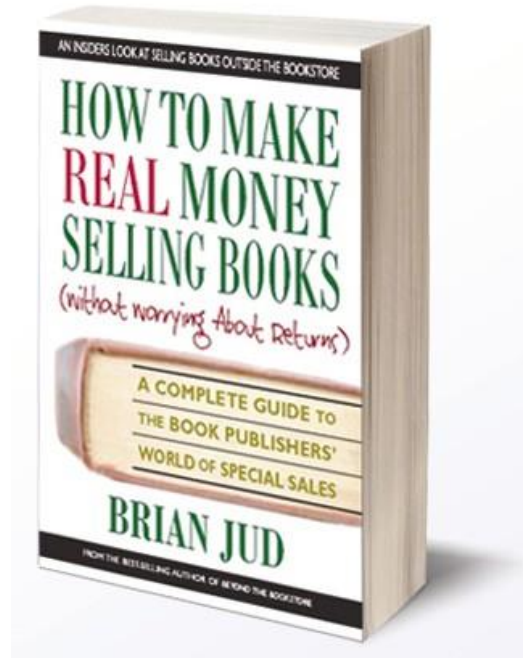
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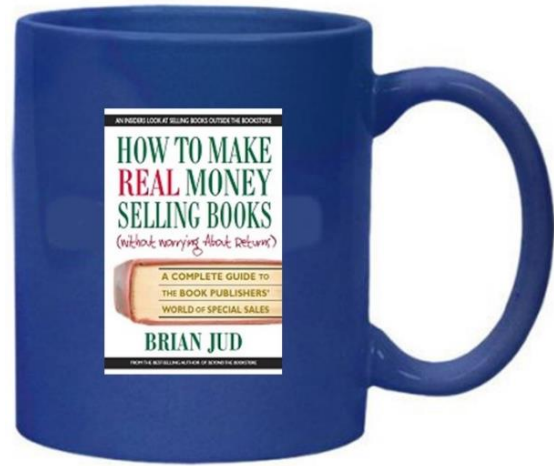


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- Boost sales
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- Have a fun giveaway for book signings and other events

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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](http://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](http://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](http://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.

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