

Here is your March 2 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 5 Number 452 March 2, 2020

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

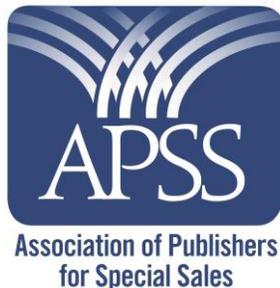
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Top inquiries from the salespeople
for the week ending 2/28/20

<u>Title</u>	<u>Quantity</u>
Family Guide to Aging Parents	1700
The eXercise Factor	675
The Ultimate Family Gift	2250

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



Have your book in display before over 2,100 criminal justice professionals at the Academy of Criminal Justice Sciences Meeting

The Audience

Exhibiting at the Academy of Criminal Justice Sciences annual meeting is a unique opportunity to contact educators, researchers, practitioners, and students shaping the criminal justice field. They comprise criminal and criminal justice faculty, faculty from other disciplines teaching justice-related courses and criminal justice practitioners.

The Academy

Members of ACJS include teachers, administrators, researchers, students and practitioners involved in the professional advancement of the criminal justice system through education. Its purpose is to foster excellence in education and research in institutions of higher education and to encourage understanding and cooperation among those engaged in teaching and research in criminal justice agencies and related fields.

Registration Deadline March 5, 2020

Books Due on March 12, 2020

- All books are displayed face out, visible to all attendees
- All titles would be listed in a “Titles on Display” ordering catalog listing full ordering information handed out at each exhibit. You can also provide your own order forms/ promotional materials.
- The exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

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Not an APSS member? To join or to learn more about APSS go to <http://pro.bookapss.org/join-application>

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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)



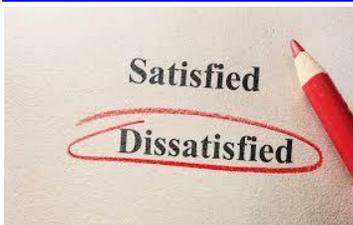
You may have an idea you would like to implement (like selling to non-bookstore buyers), but you are wondering how good it is? Will it give you the results you want? As you evaluate the idea you critically weigh the evidence. You look for drawbacks and wonder if the timing is right. You run risk analysis and listen to your gut. But nothing happens until you do something to make it work. What is holding you back?

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>)

Planning is important as a first step, but it shouldn't consume an inordinate amount of time, especially for a start-up. Focus on your customers, then start on your path in a considered direction. Then experiment, evaluate and iterate.

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)



When asked why he spent 16 hours every day tinkering with his work an inventor replied, “Because I'm dissatisfied with everything as it currently exists in its present form.” Satisfaction with the status quo removes the prod you need to spot potential problems and opportunities. Dissatisfaction can serve as a motivator and be beneficial to the creative process. What are you dissatisfied about? Plan to do something about it.

How to sell More Children's Books
By Brian Jud



A person could spend a lifetime attempting to make contact with every business, institution, and media outlet that reaches children and their parents. Fortunately for publishers, though, they do not have to. There is a broad range of children’s titles, and not every title is appropriate for all children. Similarly, not every outlet that reaches children necessarily reaches those that your book targets. Thus, depending on the topic of the book and the age level it is geared toward, the mass market can be broken down into a less overwhelming and more relevant list of potential sales outlets.

Examples of smaller segments to which children’s books could be sold include toy stores, children’s museums, children’s libraries, children’s hospitals, daycare centers, restaurants, and clothing stores. The list goes on to include gift shops like Restoration Hardware, craft stores like Michaels, and specialty stores like Gymboree. Children’s books could also be sold to Parent Teacher Organizations to be used as fundraisers, or to schools for use as recreational or supplemental reading. Additionally, they might be sold to corporations such as Mattel, Hasbro, Fisher Price, or Gerber to be used as premiums, or to members of groups such as the International Mom’s Club or Working Mom’s Refuge. Creating a list of only those outlets that reach the children your book is geared toward will significantly reduce the time and cost of your marketing actions.

As you can see, breaking down the mass market makes it much more manageable. It also saves you time and makes your marketing efforts more economical, because you end up only targeting the people who might be interested in your book. If you apply the ideas behind each of these examples to your own title, the non-trade mass market will not seem quite so intimidating.

With a little strategy and imagination, you can find sales opportunities for almost any title—fiction or non-fiction—in the non-trade marketplace. Think in terms of who else could be in your target market, including who else buys books for your target readers and where else your target readers shop. Then find out how to get your books into their hands.

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)



If you do not learn You cannot Teach
 If you do not Teach You cannot Lead
 If you do not Lead You cannot Achieve
 Learning Leads to Achieving

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

IF YOU DON'T TRY
nothing will
— ever happen —

Just give it a try. You can’t hit a homerun (or even a single) unless you step up to the plate. You cannot get on a TV or radio show without contacting the producer. You cannot make your idea a reality unless you give it a try. If you want to write a book get started. If you want to call a corporate buyer pick up the phone. Start today. What are five ways you can take a whack at your idea?

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-176: Strengthen Everything You Write, by Barbara McNichol. 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)

You talk about how important it is to get a celebrity endorsement for my book, but how do I contact them for a testimonial? Bob Rockerman

Obtaining endorsements from celebrities is not a difficult task. The key is to make it as easy as possible for them to reply. Your initial query should include a cover letter asking them to give you an endorsement, the table of contents, a galley copy or sample chapters and a self-addressed-stamped envelope (SASE). Let them know you recognize how busy they are and send sample blurbs from which they may choose. You might say something such as, "Other readers said something like this" Or, ask if they would like to have you write the testimonial for them. Where do you find the names and contact information for these VIPs? Here are some general sites on which you can begin your search.

- The Screen Actor's Guild (www.sag.com). SAG represents nearly 120,000 actors in film, television, industrials, commercials and music videos. Contact SAG at 5757 Wilshire Blvd. Los Angeles, CA 90036-3600; (323) 954-1600. If you are on the East Coasts contact SAG at 360 Madison Avenue, 12th Floor, New York, New York 10017, (212) 944-1030.
- For a fee you can join www.contactanycelebrity.com and get access to an online database with a mailing address, phone, fax and email address, agent, manager, publicist and charitable cause for many celebrities
- A free (but dated) list of addresses, contact information and important tips on how to reach celebrities may be found at <http://www.reelclassics.com/Address/address-list.htm>
- A site with free background information about celebrities is <http://www.who2.com>

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



The No. 1 Thing Authors Must Do

What's the best thing an author could do to promote his or her brand and market a book?

Well there's no one thing that sticks out other than, do something. Once you put yourself on the sidelines you are no longer in the game and have almost zero chance of selling your book or getting media coverage for it. Sure, one in a million get discovered naturally – no advertising, no publicity, no social media – just random word-of-mouth soars for a really good or unique book.

Now, back to reality. You operate in a dog-eat-dog world. There's competition for everything and the 4,000 new books published daily offer a lot of competition. The No. 1 thing you should do is --something. Inertia is not a strategy.

Okay, so what are some things one can or should do?

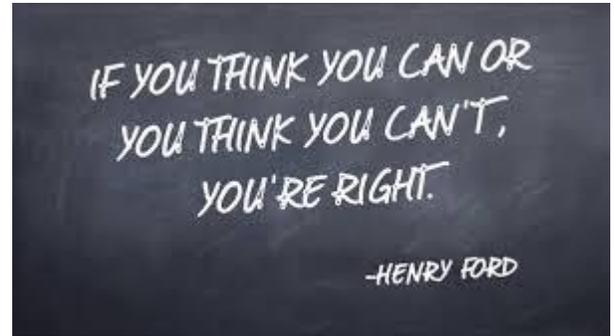
1. Designate a schedule – daily/weekly – of your time and resources for marketing and promoting. Set a budget of time and money. Set priorities and divide what you'll do and what you'll pay others to do.
2. Set goals and keep re-setting them. Resting on a successful day or hiding in your room because of a failed activity are not recommended. You need to come at this with a can-do, opportunistic mindset. You can't pray for luck or hope others do something for you. No, you have to make it happen.
3. Have a plan. For everything. With a timeline of the steps needed. Plan your: speaking, social media, traditional media, online media, book reviews, website development/expansion, press kit development., grass roots ideas on marketing., advertising, securing of testimonials, work, home life, rest, entertainment and anything else competing for your time, money, brainpower and energy.
4. Establish a baseline or foundation of what you consider a success so you can judge or filter your activities through a prism that allows you to rate your production. You need to know if you are moving forward even when it doesn't feel you are. You need reassurance that today contributes to hitting a goal tomorrow. You need to feel secure, confident, smart enough, skilled, and resourceful to succeed.
5. You need to spend 80% of your time on the big stuff, the things with the greatest pay-off potential, and 20% on the easy-pickings, nuts and bolts stuff that are necessary and achievable, but not necessarily game-changers.
6. Think about why you wrote the book and remind yourself of what you hope to accomplish. See it as a game. What can you do, perhaps in a way that you never really saw yourself doing to help you reach where you want to go? What habits, thoughts, actions, addictions, or fears hold you back? Can you simply become who you want to be – and not remain who you've been?

We can list a hundred to-do things, big and small, that authors can execute, but the most important thing is to keep moving, keep doing. Don't overthink it or get psyched out. Quiet the fears or insecurities. They do nothing for you. Just stay focused and take action. Now. Tomorrow. Next week. Next month - and beyond!

The Very Idea

(Editorial by Brian Jud)

See yourself as creative. “What concerns me,” remarked the philosopher, “is not the way things are, but rather the way people think they are.” If you think you are creative, you act that way -- and vice versa. It’s a self-fulfilling prophecy. As you think, so you are. The same idea is trying to call a corporate buyer. If you think you can, you can. If you think you can’t, you can’t. Just go ahead and make the first call.



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



How do you get more great testimonials?

Do three simple things: listen, write, and ask.
Specifically:

1. Listen for signs your clients love what you do.

Any time a client says anything nice about you, your ears should perk up like a dog hearing the UPS truck. This is your cue to...

2. Write what your client said, word for word, as best you can. Then...

3. Ask if you can use their comments in your marketing materials. Send an email like this:

—~Contact.FirstName~, thanks for saying that. I really appreciate it. Would you be willing to let me use your comments, with your name and company, on my website and other marketing materials? It would mean a lot to me. And it would tell others what to expect when doing business with me.¶

Nine times out of 10, your client will agree. Email their comments to them for confirmation, along with this note, which often prompts them to add more to their testimonial:

—~Contact.FirstName~, thanks again for agreeing to let me use your comments about my business. Below is what I think I heard you say on the phone today. Would you please add to or subtract from it until it says exactly what you want it to say, then send it back to me? Thank you!!

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

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment)

A good guest is someone who knows the audience and who can answer questions without too much about "my book."

APSS Bi-Weekly Top Ten List

Publishers pride themselves on coming up with creative ideas for new titles. Indeed, it is a requisite task for long-term success. But innovation for its own sake is less likely to lead to profitable new content or services (for both you and your customers) than will an inventive concept developed to solve a prospect's problem. Here are the **Top Ten Tips For Creating New Products and Services with Your Customers in Mind**

1. Develop ideas that meet market needs *and* contribute to profitability
2. A first step may be to redefine your mission from that of publishing books to solving readers' problems with your content
3. Analyze your business model for consistency in purpose -- does it need re-invention
4. Recognize that solving market problems presents simultaneous operational challenges and opportunities for growth (on which will you dwell?)
5. Product and service innovations should be scalable
6. The result of a creative session is not just an idea, but practical content that when implemented benefits customers and your business.
7. The pursuit of shared value must be communicated internally and externally
8. Involve your customers, your mastermind colleagues and prospects in creative focus groups to develop concepts and implementation strategies
9. Establish milestones to evaluate progress toward optimum mutual benefit creation; consider an exit strategy if execution goes awry
10. Seek opportunities for shared value outside your core business (i.e., in special sales or non-bookstore segments)

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)



“Second Thoughts and the Way Art Works”

If you've ever had second thoughts about your work — and who hasn't — you're in great company.

In a 2017 podcast of *The New Yorker* Radio Hour, rock legend Bruce Springsteen spoke candidly about his career and 2016 autobiography, *Born to Run*, with *New Yorker* editor David Remnick.

The 55-minute podcast is worth a listen for Springsteen's hard-earned wisdom. Among his most valuable insights was one he learned from someone else.

Springsteen was discussing the making of the iconic 1975 album *Born to Run* and a song of the same name from which the autobiography derives its title. When asked what he had hoped for in the album and the song, Springsteen said he wanted a record and a sound “that felt like this is the last record you are ever gonna hear and then the apocalypse...”.

Although Springsteen achieved that hard-driving, vanishing-point, *Road Warrior* quality in the song and the album, he had second thoughts about its release. While Springsteen admitted having “second thoughts about

everything”, he was especially concerned about the album and at one point threw it into a swimming pool. “The record came down, and the album was supposed to be done and I’m not sure if I was ready for it to be done because it would mean people were gonna hear it,” Springsteen said.

Then he spoke with music critic, manager, and record producer Jon Landau on the subject of imperfection, exposure and art. “Sometimes the things that are wrong with something are the same things that make that thing great,” Landau said. “That’s the way it is in life, and that’s the way art works.”

In this is freedom, and, thankfully, the way art works.

For the full interview with Bruce Springsteen on *The New Yorker* Radio Hour, click on Bruce Springsteen Talks with David Remnick <https://www.newyorker.com/podcast/the-new-yorker-radio-hour/bruce-springsteen-talks-with-david-remnick>.

Happy writing!

Submit your writing query to 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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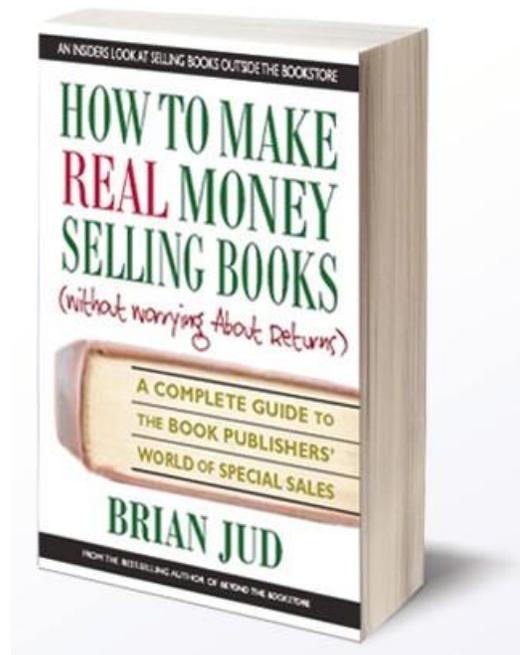
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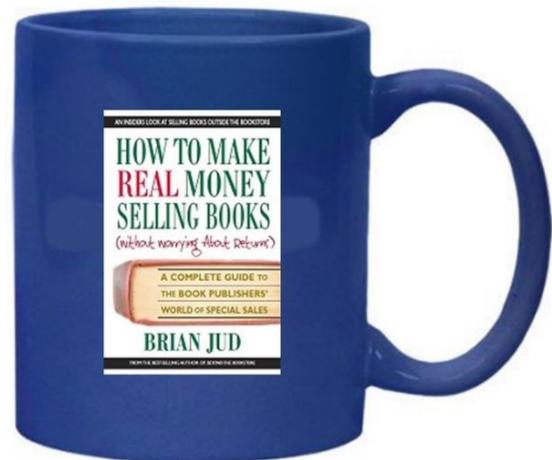


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Contact Information for Brian Jud

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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.

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