

Here is your March 16 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

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Top inquiries from the salespeople
for the week ending 3/13/20

<u>Title</u>	<u>Quantity</u>
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<i>Family Guide to Aging Parents</i>	4100
<i>Maple on Tap</i>	750
<i>The Perpetual Wealth System</i>	1950

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



Association of Publishers
for Special Sales

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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)



Make your appearance at a special-sales outlet an event, not a signing. You can perform at corporations, hospitals, schools, warehouse clubs, zoos, libraries, airport stores, state fairs, military exchanges and supermarkets – anywhere your books are being sold. Maximize your results at each by making your presentations come alive.

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>)

Don't worry about how you can't do something. Think about how you can.

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)

The purpose of a plan is to instill and direct your passion. The output is not a voluminous document, but a means to fulfill your mission and to make an impact on your target readers and buyers. The real objective is not to make a buck, but to make a difference.

Marketing Strategy

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



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.

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



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If It's Not Broken, Break It – How to Create Good Marketing Habits

By Brian Jud



Making a habit of marketing your books is important for all authors and publishers. Some habits are good, leading to long-term success. Others are not so good and can keep you from reaching your goals.

How can you tell if a habit is good or bad? Good habits are hard to make and easy to break. Bad habits are easy to make and hard to break. Many authors and publishers are in the easy-to-make habit of selling only through bookstores. They market each new title in the same way they did all previous books. While that habit is not inherently bad, it could limit your sales, revenue and profits.

All actions – whether habitual or spontaneous -- cause a result which can be either good or bad. In both cases a result is a temporary condition. Change the actions that lead to bad results and reinforce the cause of good outcomes. The goal is progress, not perfection. Here are some ideas for creating and adopting good book-marketing habits. Develop the good habit of ...

... **defining your target readers.** When asked who their target reader is, many authors reply, “I do not know,” or “everybody who likes (their topic).” Either answer will reduce your sales and profits. If your book is for everybody, how much would it cost you to reach them frequently enough to make an impact -- if you could find a way to do so? Define your target readers with the Five Ws: Who are they? What do they want to buy (printed, ebook or other)? Where do they shop? When do they buy? And why do they buy (problem they want to solve)?

... **strategic marketing.** Now that you have a better understanding of your target buyers you can be more tactical in your marketing. Instead of pricing your book the same as competition, price it based on their demographics (income, age, family circumstances). Create distribution to have your books available where they shop (supermarkets, discount stores, gift shops, airport stores, etc). Promote the benefits of your content (why people need your content) when they are in the buying process.

... **planning.** Use a creative process to build your plan. Ask yourself questions stimulating innovative ideas. How many titles will I publish? At what price will they be sold? How will they be distributed in traditional and non-bookstore markets? How can I use publicity, advertising, sales promotion and personal selling techniques to promote them? What will all this cost and how much can I expect to make at the end of the year? How will all that position my business for future growth? The answers to these questions create your plan.

Planning is like laying track for a railroad -- it establishes a solid foundation, provides a path to your destination and controls deviation. And it helps you to continue moving toward your destination when uncontrollable events occur. But just as the track does not propel you forward, neither does your plan. Your passion and productive action provide the fuel for the engine taking you on your journey to success

... **finding the attributes that lead to success.** What do you need to succeed in book marketing? Your first thought may be money, but that is not as critical as you may think. The most important attributes that lead to success cannot be purchased. Money will come when you do everything else right. Here are my Top 10 “Must Haves” for success in book publishing: 1) Information, 2) Contacts, 3) Ideas, 4) Persistence, 5) Support, 6) Skills, 7) Plans, 8) Accountability, 9) Camaraderie and 10) Resources.

... **participating in a mastermind group,** a small interactive group of people who have experienced the trials and tribulations of successful book publishing/marketing – and are willing to share their lessons. It as a group of people who want the accountability and inspiration that will take their businesses to a higher level. When conducted correctly, a mastermind group becomes a community in which you can actively participate and get the benefit of differing perspectives to help you achieve your personal and business goals. The Association of Publishers for Special Sales (APSS) has created virtual Mastermind Groups made up of success-minded people who want to share their knowledge and passion with others in the hope of getting more of the same in return. Discover more at www.bookapss.org/APSSMastermindGroups.doc

... asking questions to find new ways of doing things. You probably heard the definition of insanity as doing the same thing over and over and expecting different results. The same can be said of asking questions: keep asking the same kind of questions and thinking you are going to get different answers. Ask yourself questions to open new sources of revenue. For example, “What if there were no bookstores – how would I sell my books? Who else could be a target reader and where do they shop? What are the benefits that my content provides readers that competitive titles do not?”

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.

... distinguishing between problems and symptoms. You may think you have a problem if sales are below forecast. However, sales are like a thermometer in that they only serve as a measuring device, not a controlling apparatus. Increases (or decreases) in sales tell you that you are doing something right (or wrong) but they offer no insight into what caused them.

For greater impact, review the actions that cause sales fluctuations and place your attention on adjusting them for maximum effectiveness. Why are sales down? Are you marketing to the right target segments? Are you communicating the benefits of your content? Are your books priced properly and available where target buyers shop? Is your content delivered in the desired form? Address these underlying issues and your sales should improve.

... jolting your creativity. The more often you do something in the same way, the more difficult it is to think about doing it in any other way. Break out of this “prison of familiarity” by disrupting your habitual thought patterns. Start writing your book from its conclusion. Walk up to a stranger while networking and introduce yourself. Eat ice cream for breakfast. Make a phone call to prospective buyers in corporations, associations, schools, etc. Disrupting your routine will lead to new ideas.

... breaking the negative self-talk habit. Learn from your less-than-successful ventures (otherwise known as failures). There is really no such thing as failure – you simply you create a result. For example, during one campaign to get on TV and radio shows I sent out 500 letters. I was ignored by 490 and rejected by the others. I didn’t fail 500 times - I learned a different way to succeed. I sent a “thank-you” note to the ten rejections, thanking them for having the courtesy to respond. One actually turned into an on-air appearance. Then I created a business-reply card and re-sent that to the other 490 and got a 33% response – and many media appearances.

When you do something that expands your comfort zone you may experience one of the “Re” words: Rejection, Returns Rescinded orders and Reviews that are not good. As you deal with each of these your skin will thicken, allowing you to develop new, profitable and long-term marketing habits.

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)



Six Little Stories With Lots of Meaning

1. Once all villagers decided to pray for rain. On the day of prayer, all the people gathered, but only one boy came with an umbrella. That is faith.
2. When you throw babies in the air, they laugh because they know you will catch them. That is trust.
3. Every night we go to bed without any assurance of being alive the next morning, but still we set the alarms to wake up. That is hope.
4. We plan big things for tomorrow in spite of zero knowledge of the future. That is confidence.
5. We see the world suffering, but still, we get married and have children. That is love.
6. On an old man's shirt was written a sentence, "I am not 80 years old; I am sweet 16 with 64 years of experience." That is attitude.

Have a happy day and live your life like these six stories. Remember-Good friends are the rare jewels of life, difficult to find and impossible to replace!

Excerpt from *Write Your Book in A Flash*

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

By Dan Janal



As a thought leader, business consultant, and expert, you must show readers how they can work with you. If you don't do this step, you won't get new business. You might think it is improper or beneath you to —sell in your book. Let me help you get over that misconception. If you don't show your readers how they can work with you, you are doing them a disservice. After all, they spent many hours getting to know you and coming around to your way of thinking. They will wonder how they can work with you.

Can you help them consult? Speak? Coach? Do something else? They'll want to know. If you don't tell them how you can help them, you will frustrate them. And if they hire your competitor because they didn't know what you did, you will be frustrated.

As business coach Patricia Fripp told me, —It is not your client's responsibility to remember you are still in business.

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>

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)**

“What is the difference between traditional and non-traditional book markets?” Sofie Case

The Traditional Book Market

For nearly two hundred years, most book publishers around the world have sold their goods to similar marketplaces, and these marketplaces have been consistent in the way they purchase books. The markets were relatively easy to find, and they continually grew. Publishers established their companies' successes based upon their ability to sell to them. These traditional book markets include the following retail and non-retail outlets:

- The Trade (Independent and Chain Bookstores)
- Book Clubs
- Public Libraries
- Religious Markets
- Educational Outlets (Including Elementary, High School, and College Textbook(s))

The Non-Traditional Book Market

Within the last fifty years or so, new and exciting marketplaces emerged that offered more opportunities for publishers to increase book sales. While some of these outlets developed as offshoots from the traditional markets, many others developed with the growth of specialty shops. New promotional programs also opened avenues of book sales. These newer markets have become known as non-traditional book markets, and they include:

- Mass Merchandisers (Walmart, Kmart, Target, etc.)
- Specialty Libraries
- Specialty Shops (Hospital Gift Shops, Culinary Stores, Knitting Shops, etc.)
- Book Fairs
- Promotional Sales
- Special-Sales
- Niche Marketplaces (Child-Birth Centers, Clinics, Hobbyists, RV Enthusiasts, etc.)

As these markets grew and matured, they too developed their own systems of distribution, discount schedules, and promotional opportunities. In addition, this portion of the market allowed for the possibility of selling to previously untapped and hidden marketplaces.

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, 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.

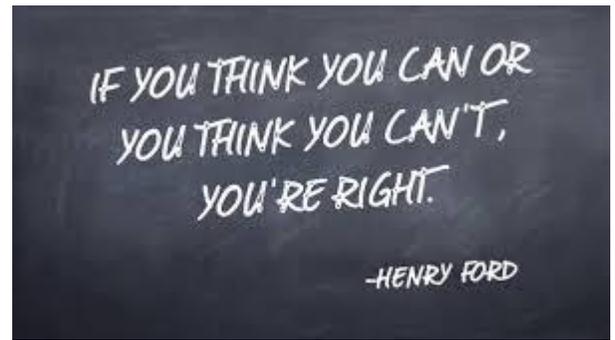
So, is this the best of times for books?

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.

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 not a good salesperson, you act that way -- and vice versa. The same idea applies to calling a corporate buyer. It’s a self-fulfilling prophecy. As you think, so you are. Just go ahead and make the first call.



You're On The Air

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

You've got to make them say WOW!

APSS Bi-Weekly Top Ten List

Some publishers acquire new titles by considering its fit into their current list of titles. While this is not bad, it is only part of the process. The authors themselves should be part of the decision and the publisher should acquire one in much the same process as a sports team acquires its players. Here are **Top Ten Tips for Deciding Which Authors to Acquire**.

1. Acquire authors who have based their content on an identified market need
2. Give preference to authors who provide you with a marketing plan outlining the activity they will do to promote their book
3. Find those who regularly update their knowledge of their topic
4. Choose authors that have the content, creativity and ability to create a series of titles
5. Seek content that can help you exploit opportunities in non-bookstore marketing
6. Acknowledge authors who have taken the time and courses to learn the craft of writing
7. Select a mix of titles, i.e., content with opportunities for sales in special markets as well as that destined for sales only through bookstores
8. Recognize those with a realistic understanding of probable sales
9. Choose authors with an appreciation of the need for their participation to make sales happen, and their ability to do so
10. Give preference to those authors whose personality fits with your company's culture

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)



One of the most intriguing ways to capture reader interest is to give your main character a dilemma that forces them to discover who they really are. To make the most of this technique, consider these key craft elements: creating effective scenes, depicting characters who are

unaware of something critical, and developing a character who has died.

It has been said that first we make our choices then our choices make us. This is no less true of fictional characters. There's nothing like being faced with a problem with far-reaching consequences to find out what you're made of. When you give the people in your stories a life-altering problem to solve, you give them an opportunity to explore and discover who they are, warts and all. To do this effectively, consider which major problem your main character must solve. Which problem will best drive plot, affect the other characters and serve the story?

To make this technique effective, each scene in your story must accomplish two goals: reveal more about the characters and advance the plot. In short, what do readers know after having read a scene that they didn't know before? If the scene doesn't build on the one before, to expand the reader's knowledge, then it isn't a real scene but needless repetition.

Another consideration is the paradox of depicting a character who is unaware of something crucial, for example, a wife and mother who's always on the road for work and is unaware that her marriage and family are in shambles. The paradox for the writer is that although the character is unaware, the writer must not only be intimately familiar with these realities but must depict them in a way that deepens the characters and propels the story with each new portrayal. In short, the character can be clueless in certain situations but she's clueless for a reason, and it's the writer's job to artfully show why that is.

One major problem a character may face is one we face, too. What happens when someone important to us dies? One way to depict a key character who has died is through self-expression, for example, through letters or journals the person has left behind. In the tech age, cellphones can act as sound and/or video recording devices. However, in each of these techniques, the character is doing the telling or showing. And they may or may not be a reliable source. A more powerful method is the recollections of others who knew the person. How do they remember her? What do they think of her now that she's gone? What kind of legacy has she left behind? What were her secrets? Why did she keep them? What feelings does her memory evoke in others?

To learn a masterful treatment of these questions, read Daphne du Maurier's *Rebecca*, either again or for the first time, to study how the author used other people's memories, which varied from lionization to loathing, to reveal who Rebecca was. Like a series of witnesses called to testify to the person's true character and motives, this treatment allows readers to draw their own conclusions. Of course, the selective memories of others and their responses to those, say as much or more about them as about the character, but that's the point. The testimony of others is an effective way to depict a character who has left this mortal coil, with the added benefit that the portrayal is even stronger because the character is a haunting presence perpetually waiting in the wings.

Whether you're writing flash or family saga, your characters aren't who they are based solely how they grew up or where they live. They're also who they are based on their choices, and that's usually how they'll be remembered.

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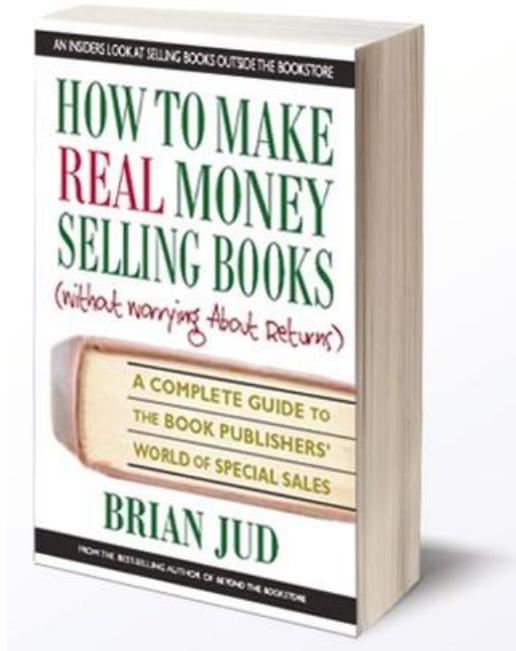
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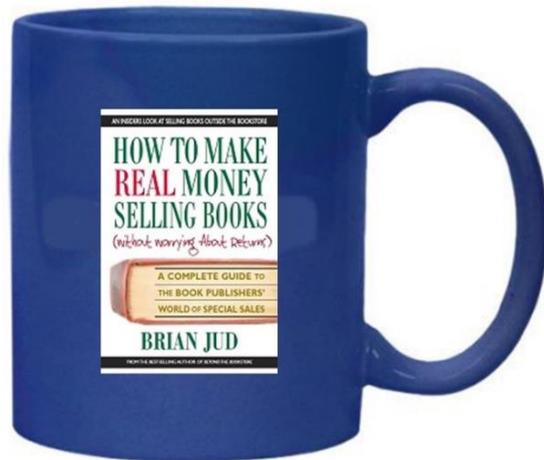


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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

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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