

Here is your March 30 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 7 Number 454 March 30, 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 3/27/20**

<u>Title</u>	<u>Quantity</u>
How to Graduate....Free	4700

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



Association of Publishers
for Special Sales

Take-Out Marketing Menu – from APSS

Stuck at home?

APSS has the prescription to make you productive and keep you positive. Here are our remedies.

All courses at Book Selling University are free.

Over 50 courses on topics as diverse as the selling power of book design, understanding PR strategies, leveraging your audiobook, tax tips for authors, create your personal brand, green marketing, avoiding scams and lawsuits, podcasting and creating byline articles – and of course, many on how to sell your books to non-bookstore buyers –large quantities and non-returnable. See them all at <https://booksellinguniversity.com/courses/>

Two free hours of marketing consultation every week

Let's talk about what you can do every day to stay productive and positive while working from home to sell your books. Every Tuesday 3:00 – 4:00 pm ET and Thursday, Noon – 1:00 pm ET ask Brian Jud how you can make your time at home count. Go here to cure your marketing problems: <https://zoom.us/j/3671572517>

APSS Mastermind Groups

Meet virtually with your own personal board of directors -- a small interactive group of people who have experienced the trials and tribulations of successful book publishing – and are willing to share their lessons. Join a select community in which you can actively participate and get the benefit of differing perspectives to help you achieve your personal and business goals: www.bookapss.org/APSSMastermindGroups.doc

Free monthly webinars

APSS will conduct monthly webinars for free from 6:00 – 7:00 pm ET (future dates and topics to be announced)

April 9: How to sell fiction to non-bookstore buyers

May 14: Pre-publication marketing activities for a profitable launch

June 18: How to sell poetry to non-bookstore buyers

APSS will pay you to attend these webinars if we can't give you five leads to buyers for your book.

Get a detailed, customized list of prospective buyers for *your book* during these monthly webinars. Two marketing pros will personally evaluate your book and point out profitable buyers and unique marketing ideas. If we cannot give you at least five new people, ways and places to sell your books, we will return your money and pay you \$50. More information at <http://www.bookapss.org/webinars/WebinarsGuaranteedtoGetLeads.pdf>

Read hundreds of articles on book marketing, speak with a personal mentor, join the APSS Speakers Bureau, peruse years of marketing newsletters and more at <https://booksellinguniversity.com>. It's your time so use it well. APSS can help.

Brian Jud

Executive Director of APSS (www.bookapss.org)

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)



Here is a success story by APSS- Southern New Jersey vice president Deanna Adams. She said, “I entered my book, *A Mother's Survival: Finding Balance Through the Storms* (written under the pen name Hope Brooks) in the Writer's Digest Self-Publishing Competition. Judge number 44 rated me “outstanding” in all six categories of writing skills. I can't begin to tell you what excitement I experienced when I received this email.”

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>)

Find balance. Business excellence and individual fulfillment need not be at odds.

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)



Many first-time authors apply Wizard of Oz marketing. Once their book is published, they start with whirlwind activity but soon find themselves in unfamiliar territory. Initially, they are not sure where they want to go, but eventually find the right path to reach their goal. They soon learn they need to think through the journey, create a plan and learn new skills for marketing and sales. They also need the courage to do what is necessary to reach their goals, such as moving out of their comfort zone to call non-bookstore buyers and overcome rejection. They also need heart, with enthusiasm, self-motivation, creativity and commitment. Once they reach their goal, all the activity becomes familiar and routine, and they feel at home with their new-found intelligence, bravery and passion. Yes, there is no place like home.

Marketing Strategy

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



Were you overcharged? Once their book is finally published, authors sometimes start marketing with great passion and enthusiasm. When sales do not meet expectations, they slow down and eventually give up. That is like sprinting at the beginning of a marathon and losing the stamina to finish. Instead, pace your activity for long-term growth, knowing that it takes years to establish yourself as an author, and your content as worthy of large sales.

Spotlight on Book Selling University

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

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You're On The Air

(Rick Frishman)

The minute you get in the television or radio studio you are on, you are being sized up. You don't know if the guest before you didn't show up and they're thinking of giving you the entire show. They're checking you out all the time.

Dealing with Emotions While Selling Your Books

By Brian Jud



Negotiating a large-quantity book sale is a little like playing poker, requiring both hard and soft skills. To be good at it you need practice and experience. You also need a little chutzpah, the creativity to recognize alternatives, the ability to assess odds, the willingness to take calculated risks and the confidence to bluff when necessary.

But unlike poker, selling to a corporate buyer is not a winner-take-all game. It is not zero sum activity where one's slice of the pie is increased at the expense of the other. Negotiating is a give-and-take exchange seeking a larger pie to split.

Pursuing that end can cause consternation among the participants, particularly if they have not dealt with each other before. Both sides enter the negotiation with various degrees of tension or anxiety. If you manage the emotional tenor of a negotiating session you can be more successful bargaining and bring it to a win-win conclusion.

Inexperienced book salespeople ignore this responsibility. Instead, they wear their bargaining blinders and focus on substance issues like price, terms and shipping costs. Experienced negotiators also attend to the process, the path leading from the initial meeting to the close. Typically, neither considers how emotions impact what is happening around them.

People cannot leave their emotions behind when they are at work. These feelings may be positive or negative, and they can vary in intensity under different conditions. The psychological lens through which the parties view a negotiation session has a significant effect on where they end up.

Those on both sides generally experience neutral or positive emotions at the bargaining table. These are easily recognized and contribute to a successful conclusion. On the other hand, people attempt to hide or deflect the negative emotions that can deteriorate the process if not handled deftly. This attempt at deception can make your task of managing them more difficult.

The most likely negative emotions that you will encounter are anxiety and anger, either in the other person or in yourself. Anxiety is usually internal to the salesperson and anger typically displayed by the buyer. Your job is to be aware of your feelings, recognize the other's emotional position, and then respond accordingly.

Managing your anxiety

Anxiety is a trait common among inexperienced negotiators and can result in suboptimal outcomes. It makes them uncomfortable and can trip the "flight" switch of the "fight or flight" syndrome. Anxious people may be more interested in ending the session than confronting their feelings. If they remain longer at the table, they may be taken advantage of especially if the other party senses their distress. Either situation is counterproductive to successful negotiating where affability and cooperation are essential.

A little tension is actually beneficial to keep you alert, but it behooves you to avoid extreme anxiety. How do you do that? Learn more about the process, work with a coach and rehearse regularly. Practice your newly learned negotiating skills when you are in less-stressful, personal negotiating situations (making a large purchase, planning a family vacation).

While practicing, notice the emotions of others. Establish a base position and recognize changes to it. The more familiar you become with negotiation strategies and skills, the more comfortable you will feel when in a major book-bargaining position. It eventually feels routine and no longer an anxiety-inducing experience.

People prone to being anxious under pressure should take steps to limit their nervousness and make it less obvious to their adversaries. Minimize the outward appearance of anxiety by having a firm handshake with a dry palm, talking slowly, maintaining eye contact and having good posture. Know what you are going to say so you do not fumble for words. Have a ready answer for difficult questions or objections. Communicate effectively as the discussion unfolds and you can feel your confidence building.

Another technique for reducing apprehension is to go into the meeting with another person on your side. This could be a colleague from your firm, the author, your designer or a representative from your printer. Having someone else on your team can go a long way to reducing nervousness.

Additionally, you could employ a third party to represent you in the negotiating session. Outsourcing this service is done regularly. Examples are having an agent represent you to a publisher or having a salesperson represent you to the corporate buyer. One such person is Guy Achtzehn of the Marketing and Sales Group (Guy@msgpromo.com).

Dealing with the buyer's anger

Anger is a negative emotion that is usually directed at another person. It can trip the “fight” switch of the “fight or flight” syndrome. Anger can evolve from miscommunication, especially if people feel you are trying to take advantage of them. Infrequently, buyers feign anger, thinking it makes them appear more powerful, especially if they feel you are inexperienced.

Angered conflict, whether real or contrived, can irreparably damage the negotiation process. It decreases trust and cooperation, intensifies competitive behavior and makes it more difficult to reach an equitable conclusion.

It is not difficult to recognize anger in others, and it is important to deal with it quickly. It is fruitless to continue selling until you have eliminated wrath. Here are a few techniques that can help you do that.

Let them get it out. Your buyer's body language or your intuition will tell you something unstated is amiss. In this case, bring it out in the open so you can understand and deal with it. Say something such as, “I get the feeling that there may be a question in your mind. Is that the case?” Do not say, “You really look mad. What's the matter?” That may trigger an emotional outburst.

Make it as easy as possible for people to disclose their feelings. Let them state their case without interrupting or being defensive. Do not try to match their anger with equal force. If you attempt to retaliate, they may escalate their emotions by saying, “That was only one of my concerns. In addition...”

Listen. At times, the protesters simply want to be heard. They may state their case vehemently, and sometimes just getting it out in the open is their objective. Actively listen without judgement while maintaining eye contact. Do not allow your body language to show how ridiculous you think their outburst is, if it is indeed unfounded.

Allow retreat without humiliation. People may realize the folly of their anger as they disclose it. Or, they may agree with the logic of your response but not be willing to say so if it means losing face in front of their colleagues.

Make your reply and take responsibility for the missing information. “I'm sorry I didn't make myself clear when I covered that point earlier. Here is what I meant to say.” And then restate your point and summarize facts that remove the opposition. This allows the previously angered person to extricate himself harmlessly by saying, “Well, if I had only known that I would not have objected.”

There are certainly other emotional positions to consider while negotiating, and each has varying degrees of strength at any given time. Just be aware of yours and theirs and changes in base positions. Reinforce positive emotions and try to eliminate or control negative ones. Prepare for the emotional side of a negotiating session as you would for the substance and process. It will be time well spent.

Brian Jud is the Executive Director of the Association of Publishers for Special Sales (APSS – www.bookapss.org) and author of *How to Make Real Money Selling Books* and *Beyond the Bookstore*. Contact Brian at brianjud@bookmarketing.com or www.premiumbookcompany.com and twitter @bookmarketing

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)



Make sure you have a networking system - not leaving it to chance. Be an avid listener, sincerely focused on the person's message. Make a daily commitment that today you are going to make a difference in every life you come in contact with, regardless of who it is. Be prepared to give a candid compliment every chance you get - sometimes even a smile can make a difference.

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)

“I used the prospecting tools you suggested in your book *How to Make Real Money Selling Books*, and found the names of many people to reach. But how can I find their email address to contact them?”

Blaine Murphy

When it comes to selling, finding the buyer's name isn't the hard part. The difficult part is finding out how to get in touch with that person. However, it doesn't have to be, and is probably much easier than you think. Here is a tool you can use to locate the best email contact information for a prospective buyer.

Hunter (formerly known as Email Hunter): Hunter (<https://hunter.io/>) is a Chrome extension that uses the email naming convention of a company to guess the proper email address. For example, if your name is Joe Smith and your company uses the email template of jsmith@company.com, it is easy to guess another employees email... if you know their name; it's clearly the first letter of the first name followed by last name at company.com. So, if you are on Brian Jud's LinkedIn page, Hunter would come up with the guess b_jud@bookapss.org. You must create a free account to get the complete address. Hunter will only find work-related emails and you are allowed 150 uses per month for free. The search is based off the most recent employer on that persons LinkedIn page, so if the individual no longer works for that company, this will be a dead email.

The Very Idea

(Editorial by Brian Jud)

Did you ever see an optical illusion? Initially, you see only one image and you assume that is all there is. Then suddenly, a different image appears. One I remember is an old lady with a big nose (image here). When I looked at it a little longer it appeared to be a young woman with her head turned (or you may see it in opposite sequence). Voila! There is more here than first meets the eye.

Doesn't that remind you of non-bookstore marketing? Initially, people see selling books only through bookstores. Then the moment comes when they say, “I see it. There is another way and that is selling to corporate buyers and through non-bookstore retailers.” That is when real book marketing begins, and sales start to happen.



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



Adding Color with Stories

Information travels under the guise of what seems like idle chatter.

—Jonah Berger, marketing professor, Wharton School, University of Pennsylvania
Your outline provides the sturdy bones that hold your book in place. DESCRIBERS provide the muscles holding bones together. Stories are the skin that brings your message to life.

Your background might not include storytelling as a means of communication. Or you might come from a world of numbers (e.g., charts and graphs), or a world of commands (e.g., dos and don'ts) or a world of processes (e.g., do this first; do that second). Those are fine ways of communicating in certain situations. And certain people learn by certain methods, so you should definitely use these instructional methods at the right time. However, I strongly suggest you use stories as well because:

- People like to read stories.
- Readers are moved by stories.
- Stories persuade people.
- People remember stories.

Let's pretend you want to convince people to use chainsaws properly. You could admonish them to use tools carefully. You could cite statistics showing the number of deaths and accidents chainsaws cause. Will they follow your advice based on your logic? Maybe. Maybe not. They come across so many facts and figures every day.

But long after they have forgotten facts and figures, they'll remember this true story my bookkeeper told me: —My neighbor went to church one Sunday, but her husband said he was going to stay home. He wanted to trim tree branches. When she came home, she didn't see her husband in the house. She went to the back yard and found him dead on the ground with blood all around him. His chainsaw had bucked and sliced off his leg. He bled out before the ambulance could arrive. My advice to you is: You don't have to be an expert in everything. Hire a professional. Your life might depend on it.

Now do you think your readers will pay more attention to your step-by-step instructions? That's the power of a story—power you can't get from statistics or facts alone.

Stories teach, demonstrate, convince, warn, gain trust, show your personality, build rapport, and add humor. Stories don't have to be long. The chainsaw story contained about 100 words. Yet it had a beginning, middle, and an end. It also made a point. Your stories should have a moral, prove a point, or teach a lesson. In this case, the lesson was: Hire a professional. Your life might depend on it. The moral of your story could be your sales message or your call to action.

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>

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>.

By Brian Feinblum

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

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



How Are Authors Selling Books In A Pandemic?

Many libraries, schools, and bookstores are closed. Amazon is behind in deliveries. Speaking appearances and book signings have been cancelled. So how are books being sold in this environment?

Here are the answers each correct in some fashion:

- Social media is helping to sell more books
- Traditional and digital media is covering books
- Authors are doing webinars and online courses to sell books
- New online retailers are sprouting up
- Not everything is closed everywhere – it just sounds like that
- E-books are skyrocketing
- Audiobook downloads are surging

There is reason to hope. Everyone is cooped up and are open to reading books. Many run to the safe confines of books, whether to escape reality or to use this time to learn what they had been meaning to finally get to.

So many books do well in this environment, including:

- Children's Books – kids need to learn and be entertained without school
- Thrillers – always a good time for them
- History – let's learn from past disasters and pandemics – or read about better days of the past
- Entertainment – love a good distraction
- Personal Finance – time to balance a budget and grow your assets
- Investing – gotta make back the money lost on Wall Street
- Survivalist Techniques – we are all preppers now
- Politics – the 2020 election is coming
- Humor – we need a laugh
- Sports – we can read about the past until the future games begin
- Health – this is our number one focus – how to stay healthy in mind and body
- Religion – we need some spiritual nourishment, especially when the churches and temples are closed
- Self-Help/Motivation – we all need uplifting stories now
- Cooking – if you can't hit a restaurant or even afford takeout, learn how to cook
- Travel -- if you can go somewhere physically, time to go with your mind -- and plan a future trip

Plus, let's look forward, whether it is weeks, a month or a few months – stores will reopen, delivery times will improve, and the financial devastation will slowdown and start to return to better times.

But for the moment, as the world is upside down and filled with pain, fear, and uncertainty – and financial insecurity fills millions of homes and thousands of others confront death and severe illness – the book world is combusting. Indie stores have laid off workers and shuttered operations. Some publishers are looking at bankruptcy or a merger. Book releases scheduled for April or May are getting pushed back. Even the nation's leading book trade show, Book Expo America, had to reschedule its date but right now its home, the Javits Center in NYC, is being used as a makeshift hospital to battle a plague. It is ugly out there.

Still, the belief is it is temporary and we just need to weather the storm for the moment.

A decade ago the industry was hit by many challenges – the Great Recession, the ebook revolution, Amazon taking over the industry as Borders drop dead, technology allowing for the majority of published books to be self-published, and the Internet providing free competition for content providers.

APSS Bi-Weekly Top Ten List

People believe that salespeople are born, not made. To the contrary, there is much you can do to develop your sales skills and become a real standout pro and sell your books in large quantities to corporate buyers. Here are the **Top Ten Characteristics of a Professional Salesperson**.

1. Make a good first impression. Be aware of and control everything that goes into your first meeting with a prospect. This includes your attire, smile, handshake, posture, eye communication and even arriving on time.
2. Breadth of knowledge. Have a cursory understanding of a wide array of topics, such as sports, finance, business, arts, entertainment and any topic of interest to your prospect. Avoid getting into discussion of controversial topics such as religion or politics. A prospect with a perceived sense of common interests will be more likely to buy.
3. Depth of knowledge. This includes understanding of your topic, competition, pricing, your prospects' companies and industries, and the selling skills which can be learned through reading and attending sales conferences.
4. Preparation. Know your prospects, their problems and how your content can help them.
5. Flexibility. Adapt your style to your prospect's style
6. Enthusiasm: passion about your book and its content
7. Willingness to take risks.
8. A sense of humor.
9. Creativity. Not just ideas, but action on ideas.
10. Confidence and self-esteem. Professionalism: Putting all the information above to work for you

Buy Lines -- Free Information to Help You Sell More Books

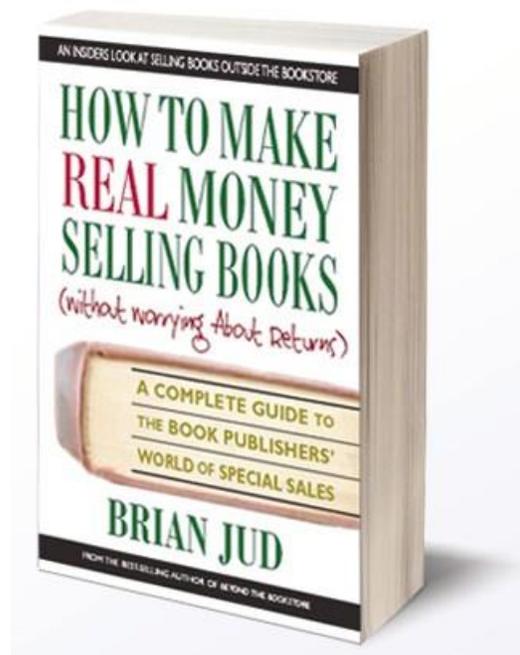
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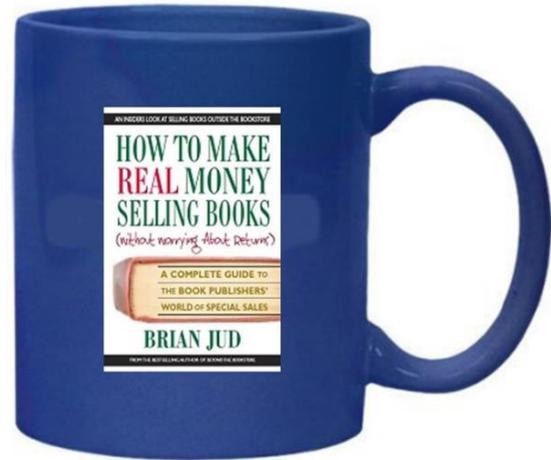


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- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

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best books on writing, publishing and marketing

(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
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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