

Here is your April 13 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 8 Number 455 April 13, 2020

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

We sell your books. We pay shipping.
All non-returnable.

Top inquiries from the salespeople
for the week ending 4/10/20

Title
None this week

Quantity

BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com

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



Association of Publishers
for Special Sales

Four virtual book-marketing events in April – by APSS

APSS is presenting three, free virtual meetings in April. Watch them live and ask questions of the speaker.

April 13, 6:45 pm ET: Luca DiMatteo: *Building Characters that Come Alive.*

Having a storyline in mind is a good beginning, but making it come alive means building characters that come live and breathe. Luca DiMatteo, author of *Green Haven*, shares how he ensures, that from protagonist to cameo character, each is captivating and relatable. Luca will show, in detail, his method so you can recreate the process for yourself. Additionally, Luca will give a candid look at the query letter blues and how he wrote two novels in eight months. Luca shares the techniques he employed to stay dedicated, focused and on track.

April 18, 10:30 am ET: Elsa Kurt: *You Wrote it -- Now What? Promoting Your Book & Yourself.* Whether you've written a novel or just started one, you're probably wondering what to do with it next. Elsa has been where you are now and can help you navigate the winding path to authorship. As both a self- and traditionally published author of more than a dozen books and various works, she knows well the rollercoaster that is the

writing, publishing, and self-promoting journey.

April 20, 6:30 pm ET: Amanda Hutchinson: *Writing an Enticing Press Release*

Join any one or all three by video or audio at <https://zoom.us/j/3671572517> or call (646) 558-8656 and use access code 367 157 2517

April 21, 6:00 to 7:30 pm ET (only one spot left): Would you like to have a customized list of buyers for your book? Two special-sales marketing experts will give you a personal, 30-minute consultation. We will point out profitable segments in which to sell your book, creative sales opportunities, and unique marketing ideas. Discover who can buy your book (not just books like yours) so you can more easily sell to them. You will be astounded at the ideas you will get. In fact, if we cannot give you at least five new ways and places to sell your books, we will return your money and pay you \$50

If you would like to have your book be one of the three that receives customized, in-depth strategizing, the fee for APSS members is \$39.95 (\$49.95 for non-members). To register, contact Brian Jud at BrianJud@bookapss.org.

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)



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.

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>)

There is an enormous amount of information on the Internet, but most of the world's knowledge remains locked inside peoples' minds. Tap into that through networking, attending conferences, seminars and webinars.

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)

What is your sales objective for 2020? How will the current pandemic impact your goal? What new planning do you need to do? What changes must you make? Then, can you state your goal in a single sentence? Can you draw a picture of it? Can you make a map of where you need to go and the things will need to do? Can you visualize yourself reaching your objective? What are your answers to these questions?

Marketing Strategy

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



Are you wondering what you can do during these times so your book sales take off when this is over? Here is a brief list of actions you could take now for impact in 30 or more days: define and segment your target readers (and think of others), if your content is anything to do with homebound-family activities contact the media, upgrade your website, continue social networking, develop a marketing plan for what you can do when this is over, calculate a revised budget, create a blog, contact book clubs and catalogs (with 6-month lead times), contact celebrities for endorsements, create a book trailer, contact magazines with 90-day lead-times, prepare sales-promotional items (pens, pads, coffee mugs, etc.), send books to reviewers, apply to award competitions, contribute to online discussion forums, find potential buyers in non-bookstore markets

(retail and non-retail), develop affiliate-marketing relationships, establish links to/from your website, plan a mobile marketing campaign, contact magazines about serial rights or providing excerpts. Do these stimulate more ideas?

Spotlight on Book Selling University

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

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You're On The Air

(Rita Thompson, Producer for CNBC, CBS News and Chronicle)

The pitch should be clear and concise. Tell me what the book is about and what it will do for my viewers, how will it help them in some way.

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)



A geriatrician offers 4 tips for seniors to stay connected during coronavirus outbreak

- 1) Learn the new technology
- 2) Stay active in the community from home
- 3) Go on a news diet
- 4) Reach out to friends and family

Social distancing doesn't mean social isolation and even a potential deadly virus shouldn't force us to be alone. Now, more than ever, people need to find smart ways to stay connected.

How to Be Creative During a Catastrophe

By Brian Jud



Unexpected events impact our marketing plans. That is to be expected. But the current pandemic has exceeded anything we may have anticipated. Yet successful publishers are people who always look for the silver lining, so we can both learn from the current circumstances and build for a profitable post-pandemic future of selling books. Lessons learned from a calamity that occurred just over 100 years ago this month can help us evolve even stronger today.

The Titanic sank on April 15, 1912 after hitting an iceberg, and only 705 of its 2200 passengers and crew survived. With too few lifeboats onboard, many lives were lost unnecessarily. With a little creativity more people might have been saved. For example, what if the crew saw the iceberg as a sanctuary instead of a cause of death? They might have ferried people there. Unfortunately, we'll never know.

There is an important lesson from that tragedy that can help us solve today's problems. The lesson? When you look at something do not think of it only in traditional terms. The crew of the Titanic saw the iceberg as a menace to be avoided. They overlooked possible solutions hidden in plain sight, much like publishers overlook the opportunity for lucrative sales to buyers in non-bookstore markets.

You can avoid this phenomenon and destroy your hidden creative blocks by applying at least two techniques. One is to change the way in which you define the object or situation, thus expanding its possible uses. The other is to visualize alternative paths to reaching your goal.

Write your objective so it stimulates ideas

What if you were on a camping trip and needed a piece of string? You might look around and see only camping paraphernalia and candles. But hidden inside each candle is a piece of string. You might not see it if you think of the candle's wick only as a source of light.

The analogy for publishers is that they look at their product and see a book. Instead, describe its contents and its uses become more varied and more widely applicable – and perhaps more profitable. Do this by asking yourself questions that keep breaking it down to its basic elements. If you look at your book as a source of information, ask who needs it? How could they benefit from it? Who else could use and benefit from it? Where and when do they search for that information? In what form do they prefer to have it delivered? This could lead you to providing your content in printed, electronic or audio form. Or, delivering it through booklets, seminars or as a consultant.

You may feel this is a minor matter of semantics, but creative problem solving consists of two connected activities: describing your objective and coming up with multiple solutions. The words you use to describe your product or circumstances are important. If you were asked to glue something to a wall you would search for a tube of glue and do it. But what if you are asked to fasten something to a wall? You might also think of tape, tacks, nails, Velcro, push pins, etc.

Apply this to your publishing business as you update your 2020 marketing plan. Write your goals differently to find new ways to reach them. A goal to “Sell X0,000 books by December 31, 2020” places your focus on selling books. If you say, “Reach net revenue of \$X00,000” you expand your definition to focus on content and different paths to it.

Then rephrase your goal as a question: “In how many ways can we reach net revenue of \$X00,000?” This expands your focus to think of multiple ways to attain it. This could be by selling your content in a book, booklet, ebook or other format. If you change the operative word to *expand* or *grow* you could expand your product line, pool of authors, other markets, new users or new uses for your content. You could grow revenue through corporate sales, selling to associations, generating recurring revenue, consulting and/or speaking.

Visualizing the path to reaching goals

Some people are more visually oriented and are not motivated by words. Going back to the Titanic story, what if the passengers and crew looked around for things that float? They might have used wooden tables as lifeboats, or used them as platforms between lifeboats. There were 40 cars on the ship, and assuming each had four tires with tubes another 160 people might have been saved. Even more passengers might have been saved if they used the tubes to float the wooden tables. They might have even used empty passenger trunks as floats, at least until the Carpathia arrived.

You might think it unreasonable to come up with these creative ideas with only 2.5 hours to live. And you would be correct. But that demonstrates the importance of planning. If the crew had a brainstorming session before leaving port, the innovative life-saving activities would have been second nature. They might even have removed all the tire tubes before departing.

Back to the business of publishing. Adapt the concept of mind mapping to create a market map to help you think of additional opportunities. First list the major niches in which you could compete. For example, you could sell your books to buyers in associations, corporations and through non-bookstore retailers. You could also sell your content by consulting or with back-of-the-room sales after speaking events.

Next, look for different ways to help buyers in each segment solve their problems. For example, associations want to increase their membership. Offer your book a premium – a thank-you gift for joining or renewing one's membership. Similarly, corporate marketing executives want to increase the sale of their products. Propose your book as a promotional tool as an incentive for people to buy their product. Human Resource professionals want to motivate or educate their employees. Present your book as the solution.

Non-bookstore retailers buy through distribution networks with which you are already familiar. Think of how the retailers' customers could use your content, and then demonstrate to the store buyers how your content and promotion will help them increase their store traffic and profits.

Negative views of catastrophic events can create barriers to innovation. They are like gravity –always keeping you down. Try these two techniques to overcome the hidden forces that prevent you from rising above adversity. You may find new ways to stimulate your sales, revenue and profits, and they may be right in front of your eyes. Use this time to triumph over pessimism and build for a positive future.

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

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)

“A prospective buyer asked me to send him a proposal. What is that?” Lisa Anderson

If you are successful in getting prospective buyers interested in what you have to offer they may say, “Send me a proposal.” What they are asking for is a summary of what you discussed, confirming your price and terms. This may be used as a delaying tactic, or they may be truly interested in what you have to say. Since you do not know for sure, give them a written proposal and then follow up.

A selling proposal is a tool to put in writing everything you have already discussed. It reminds prospects of all the reasons they liked your idea in the first place, summarizes your proposal, presents your pricing and then makes it easy for them to make a favorable decision. This is not the time to bring up any new information, terms or conditions that “raise a red flag.” You are dealing with experienced buyers who expect to see a professional presentation. Give them more than they expect, and all they need to make their decision.

The sequence of presentation of your material is based on your strategy. Reminding the prospects of how gloomy the current situation is, and subtly leading them step by step to the undeniable conclusion that things could be much better if they accept your proposition. It is also a good idea to present this in person. If you send it to the buyers, they may go directly to the bottom line, bypassing your carefully planned sequence that justifies your final number.

The Very Idea (Editorial by Brian Jud

We all know the importance of remembering a person's name. Here are some tips for doing that:

- 1) Concentrate during introductions.
- 2) Ask them to repeat their name and then remember something unique about them.
- 3) Use their name 2 or 3 times during the next few minutes.
- 4) If possible, do a little homework ahead of time.
- 5) In this process of remembering a person's name create an image of someone who has a similar name - make a mental connection.
- 6) If possible, get a business card or if appropriate, take a picture. When it's a fit, put notes with their name in your phone contacts.



(Do you know what this device is that is creating the letters in this photo? If so, you are probably one of the Baby Boomers!)

The sweetest word to most people is their name.
Make remembering a person's name a habit.

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



Outlining the Final Chapter

“I couldn’t write a book, because there’s no applause at the end of writing a book.”
—Lin-Manuel Miranda

The final frontier—the last chapter.

You’re almost done. In this chapter, you will:

- Summarize what you told them.
- Suggest next steps.
- Show how they can work with you.

Summarize What You Told Them

This chapter serves as the summary chapter. You can quickly and succinctly restate your key points and conclusions.

Suggestions for Next Steps

You can help your readers best by showing them what they need to do next.

How They Can Work with You

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>

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)

“Submitting Your Writing for Publication”



It's easier than ever to submit your writing for publication but harder to have the work published. Two keys to having your writing considered are knowing the publication and following the guidelines.

1. **Genre:** Make sure the publication considers writing in your genre and adhere to the parameters.
2. **Deadlines & Reading Periods:** Many journals set deadlines and reading periods by genre so make sure you're submitting at the right time.
3. **Submission Methods:** Most publications have an online portal; others direct writers to email. Use the method the publication specifies.
4. **Formatting:** The guidelines specify whether to attach your work, for example, as a Word document, or include it in the body of an email. Online portals usually require the upload of a specified file type.
5. **Fees:** Whether they're called reading or processing fees, many literary journals now require a fee to submit work, so it's up to you to decide whether the journal is worth the investment.
6. **Print, Online, or Both:** Some literary magazines are e-zines, meaning they're online only. Few are print-only; most have a web and print presence. The better journals have at least one annual print publication, however, pay attention to where your submission would appear if accepted and whether online acceptance also allows for print consideration.
7. **Feedback:** Some literary journals, such as *Under the Sun*, offer feedback whether the work is accepted or not. These journals are especially friendly to emerging writers.
8. **Payment for articles:** Many literary magazines pay writers for their accepted work and not just in copies. As you gain experience, consider sending your work to publications that offer monetary remuneration.
9. **Prior Publication:** Some publications accept and even welcome previously published work. Always be honest about when and where the original work, including blog posts, was published.
10. **Rights:** Given the ubiquity of web content, more publications specify the rights they offer in return for publishing your work. Among the most common is First North American Serial, the right to be the first publisher of your work one time in North America.
11. **Simultaneous Submissions:** If you send your work to more than one publication, seek journals that accept simultaneous submissions. Most publications do but ask you to let them know if your work is accepted elsewhere. If a publication says "no simultaneous", respect the journal's requirement.
12. **Theme:** Because of their longer shelf life, anthologies are great places to send work. Since many are theme-based, check the specifications on how tightly or loosely the theme is interpreted.
13. **Contact Information:** Some publications read blind, meaning they don't want to be swayed by what your name may tell them about you, so make sure you follow the parameters.

Duotrope, NewPages and Poets & Writers Classifieds are free online resources for places to send your work. When in doubt about whether your piece is a fit, query the journal's editor. When you send your work, make sure it's polished and original. If you've made it through the above list, you'll make it through the guidelines.

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



Why Authors Must Keep Politics Out Of A Pitch To The Media

The news media is like you and me. Members of the media are real people – they have problems, dreams, needs, prejudices, and issues regarding health, family, money, etc. The same is true when it comes to politics. They will have their views on how the country should be run. They will lean Democrat or Republican. They may have strong opinions of what policies or laws are good/bad or needed. So, unless your book has something to do with politics or government, go all out to avoid broaching any reference to politics when pitching the media about your book.

Maybe this seems obvious to you. Maybe not. You may not know what the political leanings or views of a media outlet's journalist is, so don't assume you do and then make a joke or say something that they may disagree with you over. Treat everyone the same – act like you don't know their politics – and even if you do, don't go there.

This approach extends into other areas. Don't assume you understand how they think about social issues, sexual mores, religion, or anything that is highly controversial and can combust in a split second. Play it safe. Remain neutral on such matters.

There's no doubt that politics plays a role in media coverage. Some of it is a clear-cut bias because the individual journalist or media entity wants to promote a certain agenda. Other times the bias is less obvious from the reporter, but exists nevertheless at the media outlet. Or the media outlet believes leaning more left or right is a strategic move to get more readers, listeners, viewers, or surfers who bend toward that ideology. Be aware of this when you pitch them.

It is not politics that you should appeal to, but demographics. True, political leanings may be a part of a media outlet's demographics of readers, listeners, or viewers, but the numbers you should follow are more about age, region, gender, level of education, etc. You want your message to appeal to the media outlet not just because it is a good message worthy of exposure, but because it is a message that meshes with the demos their advertisers highly covet. In the end, your editorial appeal depends on its commercial value.

A general rule of thumb when pitching the media is not to make assumptions about the people you are contacting. They seek to remain or appear neutral, but of course they have many biases, proclivities, experiences, and desires that shape how they receive pitches. Clearly, they let in all kinds of factors to play a role in determining whether they want to work with you, from your personality, ethics, and looks to your pitch quality and ease to work with.

The lesson here? Park your politics outside the arena or risk getting burned by the very media that you need to placate and serve.

APSS Bi-Weekly Top Ten List



Before you can get people to hear what you have to say you have to get their attention in a positive way.

Here are ten ways to get the attention of target readers with your promotional material.

1. News. Relate your presentation to a recent, important event
2. Primary Benefit. Present the outstanding benefit of your content

to each different audience

3. Reward. Quickly show how your recommendation can help them reach their objectives
4. Emotion. An emotional story or quote from a well-known person in your field
5. Prop. Show your book with your prospect's logo on the cover
6. Gimmick. A humorous, unexpected way to get attention
7. Challenge. An easy-to-solve test
8. Question. Ask an open-ended question to stimulate engagement
9. Curiosity. Get attention with a different twist on your proposal
10. Directive. Get people to stop and think with a direct, concise call for action

(Cartoon by Gary Larson)

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

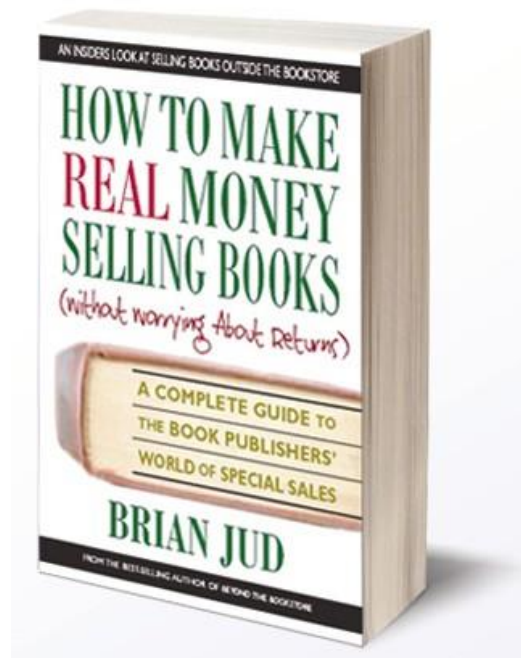
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Do you have a quick question or two about how to get started in special sales?

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Sell more books
Beat your competition
Become more profitable
Sell in untapped, lucrative markets
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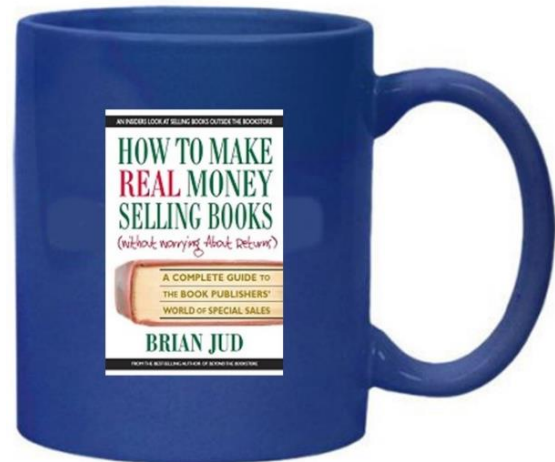


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- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
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- Spread word-of-mouth advertising
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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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

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

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

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

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