

Here is your April 27 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 9 Number 456 April 27, 2020

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

**Top inquiries from the salespeople for the week ending 4/24/20**

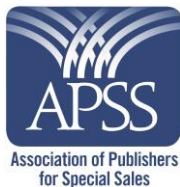
**We sell your books. We pay shipping. All non-returnable.**

**Title  
None this week**

**Quantity**

**[BrianJud@premiumbookcompany.com](mailto:BrianJud@premiumbookcompany.com)  
Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)**

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



**Are you taking advantage of all the benefits of APSS membership?**

\$50 Discount on Baker & Taylor distribution programs  
Discount on Ingram Spark™  
Bookstore distribution  
Save up to 70% When Shipping with UPS

Get a discount on products and services from Bowker  
Ebook store and conversion and Awards  
Distribution to Non-Bookstore Retailers  
Free Book Selling University courses  
Discounts on Sales-Promotional Items  
Book reviews written by Publishers Weekly reviewers  
Staffed displays at trade shows around the world  
Publisher Liability Insurance, and more!

Here is the link to a 12-minute video prepared for APSS-New Mexico describing these benefits in more detail:  
<https://bit.ly/2KCmmpe>

## Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))



There are many other reasons why a book makes the ultimate promotional product. Some of these are highlighted below.

**Effectiveness.** With media fragmentation, consumers are less loyal to mass media. With the saturation of ad messages, books as promotional products can be more effective for reaching people with that message when they are more receptive.

**High touch.** Unlike TV or radio advertising, a book provides a tangible medium for repeatedly communicating an ad message. Books can be targeted for an entire family – or to individuals at any age in the family.

**Durability.** Books are not easily damaged which makes it more likely to be given to others to read, further extending the reach of the message. And they “rarely” malfunction.

**Longevity.** Because of their durability, books - as well as your prospects' ad messages -- are permanent. The message is tangible and long-lasting – not like food. There is no loss of quality over the years (apparel fades, glass breaks, carry-on bags can rip) and books could actually appreciate over time and become a collector's item

**Consumer engagement.** Readers get involved with their book for the entire time it takes them to read it. This is important for relationship building....Being user friendly!

**ROI.** If you give out 1000 books you get at least 1000 known impressions. With pass-along readership the reach of the message is multiplied. Books are cost effective, offering better reach with a lower cost per impression.

**Creativity.** With the wide variety of titles available through The Promotional Bookstore you can easily customize a campaign for your prospects using a book as the centerpiece.

**Strategy.** Books can create and solidify your prospect's brand image and create customer interaction, further extending the impact of your prospect's positioning statement.

**Reinforcement.** If a book is used as a premium it can be easily integrated with traditional media. This creates synergy and multiple impressions.

Books provide a versatile, profitable and effective promotional item you can use to reach your customers' objectives. You can customize books to individuals or groups, and The Promotional Bookstore will help you. The next time your prospects are looking for a promotional product, tell them to book it.

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Contact Guy Achtzehn at The Promotional Bookstore, [guy@msgpromo.com](mailto:guy@msgpromo.com) or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items

### Kremer's Korner

(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

Use your writing passion as the foundation for your marketing passion and convey your sense of purpose to prospective buyers. Your enthusiasm will help them believe they can transfer that power to themselves

## Marketing Planning

(Excerpted from Brian Jud's e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*; [www.bookarketing.com](http://www.bookarketing.com))



You may have an idea you would like to implement (like selling to non-bookstore buyers), but are you 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?

## Marketing Strategy

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



“Risk-taking isn't supposed to feel comfortable but trying to protect myself from the discomfort closed my mind to new opportunities. No risk, no reward. If the worst that can happen is that you have to try something else, then there's really no excuse for not taking a chance.” Dana Perino Move a little out of your comfort zone and try selling to non-bookstore buyers. You might be easier to do if you do not call it a risk, but an adventure.

## Spotlight on Book Selling University

(All course available for free at [www.booksellinguniversity.com](http://www.booksellinguniversity.com))

**FREE**  
**COURSES**

APSS members may now view all 50+ courses in Book Selling University at no charge. Go to [www.bookellinguniversity.com](http://www.bookellinguniversity.com) to see a description of each and the bio of the instructor. Or, go to YouTube.com and search for the channel Book Selling University. Subscribe and watch all the courses as many times as you wish for free.

## You're On The Air

(Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*)

I want people who are animated, with a loud voice but not screaming, articulate but not pompous.

## Leadership and Growth Concepts – Tom Hill

(Founder and CEO of the Eagle Goal Coach, an organization devoted solely to assisting others find and follow their life's passion. Tom can be reached via e-mail at [tom@tomhillwebsite.com](mailto:tom@tomhillwebsite.com))



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.

## Create Dual Distribution

By Brian Jud

You have two possible avenues in which to sell your books: retail and non-retail outlets. As a general rule, however, it is not necessary to choose only one of the two options, because some combination of them will most likely optimize your profitability. This is the concept of dual distribution.

### Creative Marketing Example

By understanding your options, you can choose the best marketing strategy for each of your titles. Let's say yours is a 6 x 9 inch soft-cover book, 240 pages with a list price of \$19.95. If you printed 1,000 of those books at \$3.04 each and sold all 1,000 to bookstores with a distribution discount of 65 percent off the list price, your revenue would be \$3,943. If instead you sold all 1,000 to a discount store like Wal-Mart at a 70 percent discount, your revenue would only be \$2,945, which is \$1,000 less. Figure 1 demonstrates both of these situations. Furthermore, in both of these cases the books are returnable.

Figure 1 - Revenue from Trade and Discount Store Sales

Bookstore Distributor	Discount Stores	Revenue
1,000		\$3,943
	1,000	\$2,945

On the other hand, if you apply creative marketing strategy you will most likely be able to increase your revenue. For instance, you could sell the same 1,000 books through a library wholesaler at a 55 percent discount and make \$2,000 to \$3,000 more than you would by selling them all to a bookstore. Or you could sell them direct to end users at a 20 percent discount and maximize your revenue, as shown in Figure 2. You might complete this analysis and decide you want to market all of your books directly to end-users. However, you will quickly learn that your gross revenue will be diminished by the increased costs of doing all the selling work yourself, which is why dual distribution is often best. Also, you may not have the time or skill to successfully conduct such an intense direct marketing campaign and fulfill every order manually.

Figure 2 - Revenue from Creative Marketing

Bookstore Distributor	Library Wholesaler	Discount Direct	Discount Stores	Net Revenue
1,000				\$3,943
	1,000			\$5,938
		1,000		\$12,920
			1,000	\$2,945

### Optimize Your Revenue

Your overall sales goal should be to *optimize*, rather than *maximize* your revenue. As Figure 3 shows, if you divide your sales among several distribution channels--employing the concept of dual distribution--you can find the distribution combination that will lead to the most revenue given your available time and talents; thus, optimizing your profits.

DISTRIBUTION CHANNEL	Bookstore Distributor	Library Wholesaler	Discount Direct	Discount Stores	Total Sales*	Net Revenue
Distributor only	1,000				1000	\$3,943
Wholesaler only		1,000			1000	\$5,938
Direct only			1,000		1000	\$12,920
Discount Stores				1,000	1000	\$2,945
Combination A	250	250	250	250	1000	\$6,436
Combination B	250	500		250	1000	\$4,691
Combination C	125	125	500	125	875	\$8,063
Combination D	150	250	350	250	1000	\$7,334

Figure 3 - Using Different Creative Marketing Strategies to Optimize Revenue

For example, Combination B in Figure 3 eliminates the option of direct marketing, but minimizes your potential revenue. However, this may *optimize* your revenue if you disdain selling. Combinations A, C, and D may not maximize your revenue, but they do demonstrate how a strategy of dual distribution can optimize and strengthen your revenue streams, which will protect you against competitive actions and deviations in the general economy.

You can purchase an Excel spreadsheet that will automatically calculate your own distribution options at [www.bookmarketingworks.com](http://www.bookmarketingworks.com)

Not all dual distribution strategies and combinations yield the same results. Manipulate your non-trade marketing strategy to generate the most lucrative distribution combination for your circumstances. Your answers to the questions in the following section will help you determine the best combination for your book.

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

**“What are some things I can do now to market my books so that I can hit the ground running when this lockdown is over?” Art Troost**

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?

**How to Look Smarter: The Tactics People Use to Look Intelligent**  
**Often Backfire; Fancy Words Don't Work**  
**By Sue Shellenbarger**



While trying to look intelligent, a lot of people do things that make them look dumb. For instance, people use big words or put on a poker face—tactics that can backfire for some, studies show.

A growing amount of research is teasing out how people form first impressions of others' intelligence—and how well it works when you try to manage those impressions. The cues people look for in assessing each other's intelligence are simple. But they aren't always easy to pull off under pressure. They include showing self-confidence, speaking clearly and smoothly, and responding thoughtfully to what others are saying, research shows.

And put away that phone: “One of the strongest and most accurate signs of intelligence is looking at others when you are speaking to them,” says Nora A. Murphy, an associate professor of psychology at Loyola Marymount University in Los Angeles, who has conducted six studies on the topic. In one, Dr. Murphy compared, in the same study, the behaviors people adopt when trying to look smart with the cues observers use in sizing up others' intelligence.

In a study of 182 graduate students, some participants were instructed to try to appear intelligent during a videotaped discussion with a partner. Each also took an IQ test. Other people were asked to watch the videos and make a judgment about the participants' likely IQ. Separately, researchers watched the videos for 28 different behaviors.

People trying to look intelligent had a few behaviors in common. Among them were looking at others while listening or speaking, sitting up straight, putting on a serious face and avoiding certain gestures, such as touching their hair or face. But just the first two of those behaviors earned them a high IQ score from people watching the videos.

The observers also gave higher IQ ratings to participants who appeared more relaxed and confident. They rated as smarter participants who wore a self-assured expression rather than a poker face, spoke clearly in a pleasant, expressive voice, and were responsive to their conversation partners—gesturing, nodding and “being engaged in the conversation and paying attention,” Dr. Murphy says.

People who tried to appear intelligent risked exposing what they didn't know, the research shows. Observers were more accurate in estimating the IQs—including lower IQs—of those instructed to act intelligent than in estimating the IQs of controls who weren't given any instructions. Apparently, participants' attempts at impression management actually magnified other cues signaling low intelligence.

“The more you try, the more it's going to be obvious” that you're trying, Dr. Murphy says.

Some simple stereotypes about intelligence can also shape others' first impressions. Wearing eyeglasses can lead strangers to regard you as more intelligent, says a study in the *Swiss Journal of Psychology*.

Using a middle initial makes people expect you to perform better on a competitive intellectual quiz, according to several studies of European and U.S. subjects published last year in the *European Journal of Social Psychology*; middle initials are linked in many people's minds to higher social status and education.

Those positive first impressions may be shattered, however, as soon as pretentious language starts interfering with others' ability to understand and communicate with you. People who embellish their writing with long, complicated words are seen as less intelligent by readers, according to a study in *Applied Cognitive Psychology*.

The workplace, of course, is full of people trying too hard to look smart. Dianna Booher coached a manager who tried to impress others by learning a new word every day and using it all day. “He'd say, ‘I'm going to use the word ‘ubiquitous’ today,’ and he'd use it three or four different ways in meetings, in hallway conversations, and sometimes it fit and sometimes it didn't,” says Ms. Booher, a Colleyville, Texas, author and consultant on business communication. Rather than burnishing his image, “he became a laughingstock,” she says.

Others try to project intelligence by talking too much, and too loudly—“hiding inside a barrage of words, hoping no one will notice that they don’t know anything,” says Lisa D. Parker, president of Heads Up Coaching and Consulting in New York.

Ms. Parker has a clock on her office wall. She sometimes quietly times overtalkers and surprises them by revealing just how long they’ve been droning on. She advises them to practice halting the flow: “Ask a question, let somebody else talk, and practice long, slow, deep breaths” to regain self-control.

Onlookers often interpret such behavior as a sign of insecurity and low self-esteem, says Joel Garfinkle, an Oakland, Calif., executive coach and author.

Appearing calm and confident is another cue: People who move faster than others around them are seen as less intelligent, according to a study in the *Journal of Personality and Social Psychology*.

Still, some people treat projecting intelligence like a race, says William Arruda, a New York City personal-branding consultant. “In meetings, they think, ‘I always have to have the answer, so I have to blurt out the first thing that comes to my head,’ ” he says.

Others quickly see through such behaviors as a sign of insecurity. Those who do the best job of projecting intelligence, Mr. Arruda says, “are those who are able to say, ‘I don’t know.’ ”

When Dan Cappello, a former insurance executive and stock-exchange floor trader, bought a company that makes equipment for chip manufacturers years ago, he knew nothing about the industry. In initial meetings, he decided to just admit it, and surprised the company’s 40 employees by announcing, “Hey, I don’t understand this. Can you explain this to me?” Mr. Cappello says. He told employees he was eager to learn the business but would focus on his strengths in sales and marketing to expand the company, says Mr. Cappello, president and CEO of MEI in Albany, Ore. The company has expanded sales tenfold and grown to 300 employees.

The kind of natural, responsive behavior that conveys true intelligence is complicated, says Suzanne Bates, an author on executive presence and chief executive of Bates Communications in Wellesley, Mass. It entails listening carefully, responding in a way that shows understanding, asking questions and welcoming other points of view. “You really can’t fake it,” she says.

You can learn it, though. Carolyn Sandano worried on her first major job out of college years ago, as a marketing specialist for a law firm, that colleagues would look down on her because she didn’t have a law degree. When her boss asked her for a recommendation on buying some software, she wrote a 30-page report bristling with data, big words and erudite sentences. “I wanted everybody to think I was smart,” she says. Instead of reading it, her boss asked her at a meeting to “just boil it down for us.”

These days, the New York City legal-marketing executive is open about what she doesn’t know, and “if I’m wrong, I say so,” she says. She asks a lot of questions and spends 75% of her time listening intently, she says, “as if there were nothing more important in your life right now” than that conversation.

She also shows genuine interest in others’ ideas. “The thing I do that I find people respond to the most,” she says, “is that I am really enthusiastic.”

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Write to Sue Shellenbarger at [sue.shellenbarger@wsj.com](mailto:sue.shellenbarger@wsj.com)

## The Very Idea

(Editorial by Brian Jud)

**The invisible book.** Your book can be on the shelf of a retail store (bookstore, supermarket, even online) but still not stand out from all the other available books. It blends in with them and becomes invisible. There are at least three things you can do to bring it to the attention of prospective buyers.

- 1) Promote heavily
- 2) Have a distinctive cover
- 3) Sell to non-bookstore buyers

Do you see the person in this photo? Look on the ground in front of the forward wheel to see the shoes.

Similarly, your book may not be seen by prospective buyers even if it is on a retail shelf. Do not wait for people to search for your book. Take it to them.



Excerpt from *Write Your Book in A Flash*

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

By Dan Janal



If you don't have an outline, you will run out of ideas. Some fiction writers call themselves —pantsers because they don't use outlines. Instead, they write by the seat of their pants. They start their novels with an idea, but they have no idea where the story will go.

While this might sound exciting to a nonfiction writer, there is a danger to this style. Sometimes pantsers create an implausible plot that has no resolution. Like a do-it-yourself handyman who literally paints himself into a corner, there is no way out. They've wasted their time and have to start over. If you value your time, don't be a pantser.

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Dan Janal, author of *Write Your Book in A Flash* helps leaders write better books as a book coach, developmental editor and ghostwriter. Get a free chapter from his book at [www.WriteYourBookInAFlash.com](http://www.WriteYourBookInAFlash.com) and contact Dan at [dan@prleads.com](mailto:dan@prleads.com) or go to <http://geni.us/writeyourbook>

## Standard Written Materials

By Jeff Davidson, MBA, CMC





There are standard written materials that every budding author can use to support his/her overall marketing efforts. These include a biography, news releases, articles and fact sheets. Let's take them one at a time, starting with the biography.

### **An Updated Bio**

A biography is not a resume. A resume is certainly useful for landing a new job or the preparation of proposals, but it is inappropriate for marketing.

A biography (bio) differs from a resume in that the bio is written in third person as if someone is talking about you, and it is not necessarily chronologically organized. A good bio is upbeat and lively, yet authoritative.

When and where do you use a bio? Bios should accompany any articles that you write, and may accompany any press releases about you. They certainly can be included with any other information that you send when in contact with members of the media.

Resumes are relatively boring reading. To submit a resume when a bio is called for is a strong indication to the receiving party that you are not adept at marketing.

My bio (see below) is constructed to accent my speaking service and then the books I have written. If any part of my bio is truncated when published, my most speaking credentials are still likely to get mentioned.

### **Press Releases**

Years back, I discovered the press release. Up until that time, I didn't realize that pictures and little blurbs that appeared in the paper each night about entrepreneurs, consultants and business executives were submitted by them. I actually believed that there was a roving reporter seeking out tidbits from the business and professional community!

The average person simply does not realize that the media needs them. Newspapers are constantly looking for stories and press releases that they can run to fill their pages. Looking in the papers and seeing what others had sent in made me realize that every other thing that I was doing could also be worked into a news release.

Essentially a good news release contains the five W's: who, what, where, when and why, as well as how. It is written in a cone-like fashion or, in other words, the most important information is presented first and less important information down at the bottom. The release must be easy to read and snappy – no long sentences, or it will lose the editor's attention right from the start.

### **Article Writing**

Writing an article it is not nearly as tough as most people think it is. Many publications routinely edit your material. They are more interested in receiving interesting themes and interesting concepts submitted by people with the right qualifications.

You undoubtedly have information that will be of interest to your clients and prospects. Don't make the mistake that so many others make by thinking "who would want to read something written by me." With thousands of magazines, newspapers, journals, and newsletters in print, more than one million by-line articles appear in the U.S. alone each year. A significant number of those are by first-time authors. As our society becomes more technologically sophisticated, the potential to get an article published will increase dramatically.

### **About Fact Sheets**

Fact sheets have successfully been used by people who wish to highlight a particular service in a simple, cost effective way. A fact sheet is a one page list of data about a particular topic or service you offer. The sheets can be presented in question and answer format. The fact sheet represents an important element of a media or press kit and is particularly useful for getting on radio and TV.



## **27 Ways To Speak Powerfully**

I was at a recent publishing summit, where I spoke on a panel about book publicity. I took note of the speaking and presenting styles of the speakers. It seems there was a common core to what made them inviting to listen to. Here are the 27 things that could work for you when looking to sound convincing:

1. Sound like you know your stuff.
2. Speak with conviction and confidence.
3. Use a level of vocabulary and language that classifies you as intelligent -- but not above your audience.
4. Display enthusiasm and energy.
5. Utilize humor.
5. Use common reference points that people can relate to -- a divorce, being a parent, a failed business, and travel challenges.
7. Cite real-life examples for others to relate to.
8. Name-drop and reference credentials/success stories to invite credibility buy-in.
9. Fluctuate your voice pitch.
10. Use power point images or visuals.
11. Give a perspective or sense of value and place to what you are sharing.
12. Make the audience feel normal, accepted, and not alone.
13. Come across as honest.
14. Ask others for input or questions.
15. Reveal an interesting fact.
16. Share a good resource.
17. Recommend an action step.
18. Dress well and look good.
19. Avoids politics, religion, and sex.
20. Do not drone on about any one point or topic.
21. Say something that shows you've been listening to other speakers or panels.
22. Many had handouts and one had props that got your attention.
23. Hand out a small parting gift.
24. Do not contradict others or speak disparagingly about anyone.
25. Didn't curse or use offensive language.
26. Connect ideas and points into a logical flow.
27. Say something in such a way that you can't resist writing it down.

**Good speakers do a lot of things well. Take note of what those you admire do, and put those elements into your next presentation.**

## APSS Bi-Weekly Top Ten List

We all want to make a good first impression when calling on a sales prospect for a large book order. An order for thousands of books could be at stake. So the pressure is on you, and that alone could cause you to make a bad first impression. But there are other reasons, and some are beyond your control. The most expeditious thing to do is to control the impression you make on buyers. But if you don't, you may be able to correct it. Here are **Ten Ways to Make the Right Impression**.

1. Understand that your words and behavior are always subject to interpretation. The buyers' initial assessments of you are the result of their assumptions, stereotypes and cues. Dress, talk and act the image you want to convey.
2. Walk in the office confidently, smiling and dressed professionally. Shake hands firmly while making eye contact.
3. Open the conversation with something important to the buyer (family photo, diploma on the "Ego Wall," etc)
4. Buyers want to work with people they trust. Develop trust initially by displaying your warmth (friendliness, respect and listening) and competence (knowledge of the person, company and industry as well as of your content and competition).
5. Buyers want to work with people who are not out for themselves. Early in the discussion demonstrate that you want to help them solve their problems, not just sell them your books.
6. Ask, don't tell. The sales presentation is not a monologue about you and your book. Get the buyers involved in the sales process by asking questions about them and their needs and problems. What keeps them awake at night?
7. Actively listen to the person speaking. Use facial expressions, posture and gestures to show that you are listening. If you do not understand a particular point, ask for clarification.
8. If you start out on the wrong foot, rectify the situation as quickly as possible. For example, if you miss a deadline on an assignment, beat the next five deadlines to register the fact that you are serious.
9. Get buyers to want to work with you because you have a role in their success. Prove that your content and proposal can help them reach their objectives better than any other promotional tool they may be considering.
10. Demonstrate your sincerity and ability. If buyers do not think you are capable of doing all you say you can, ask for a trial order and the chance to prove yourself.

Do not simply sit back and moan about not making the sale because the buyer had the wrong impression of you. For each encounter so that each buyer sees you in the best possible light, his or her internal biases notwithstanding. Do these things and you may be able to correct the situation if you do not initially come across as you intend. It is never too late to make the right impression.

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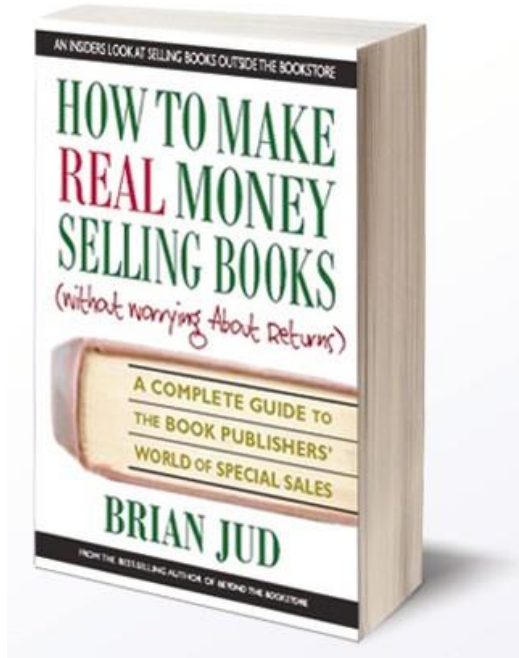
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non-bookstore buyers**

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resource for increasing your sales and  
profits in non-bookstore markets.**

**The ultimate do-it-yourself guide to  
selling your books in large quantities  
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contact, but when and how.**

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**Do you need a jump-start to get your sales moving?**

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

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

Sell more books  
Beat your competition  
Become more profitable  
Sell in untapped, lucrative markets  
Minimize -- if not eliminate -- returns

[Click here for more information.](#)

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**A one-day workshop *in your office* -- customized to your titles --  
shows your staff how to make  
large-quantity sales**

**Learn more!**

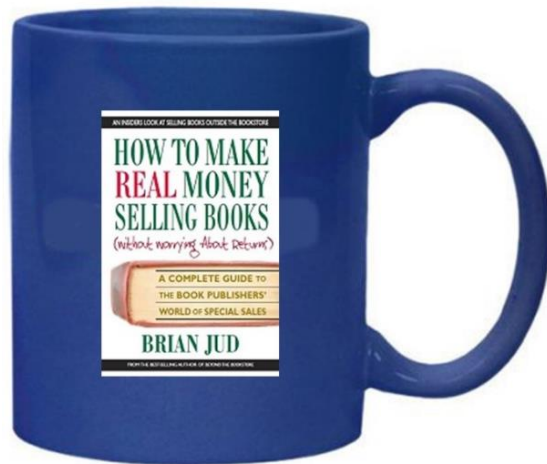


## Increase Your Profits with Sales Promotional Items

Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at [www.bookapss.org/PromoItems.pdf](http://www.bookapss.org/PromoItems.pdf) Find out how you can use promotional items to:

- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
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