

Spend an hour on the phone with Brian Jud and get customized help to:

Sell more books

Become more profitable

Sell in untapped, lucrative markets

Minimize -- if not eliminate -- returns

Tap into Brian Jud's 30+ years of sales and marketing experience

In one-hour telephone consultation Brian Jud can answer your book-marketing questions and help you price, distribute and promote your book more successfully. Send your questions in advance and Brian will have selling tips and answers to your questions ready for you when you call. The price is \$200 per hour.

Thanks for all of your help, guidance and insight. Your call helped us tremendously.
Tom Ruff, President and CEO, Tom Ruff Company

Brian can show you how to ...

- **Find potential new buyers for your books in non-bookstore markets.**

You may be able to double your sales.

Find new sources of profits

Revive your backlist

Sell on a non-returnable basis

- **Promote your books more effectively.** Are you getting the most bang from your promotional buck? Publicity is *not* the only promotional tool for selling books. In fact, it is only one of many, and in some cases it is the *least effective*. There are literally thousands of ways you can promote your titles, effectively, efficiently and economically. Discover how to customize a promotional plan combining the most

effective combination of publicity, advertising, sales promotion and direct marketing for your books, personality, markets, budget and available time.

- **Do everything at the right time with a customized production timeline** that will keep you on track, on budget and on time. Jud will recommend suppliers to work with you at every step of the process. You should experience greater revenue, more quickly.
- **Calculate the optimum price that will maximize your revenue and profits.** The price of your book could be the single most important decision you make. There are four basic pricing strategies, and one of them is perfect for your books and market conditions. Learn how to do it right.
- **Find the most appropriate distribution system, and show you how to increase your chances of getting accepted.** Are you using the most effective distribution system for your titles, your customers and your business? Find out how using dual distribution can double your sales and revenue. You may need a distributor and a wholesaler, or maybe neither one. If you make the wrong decision the results can be devastating. Learn how to manage your distribution channels for more profitable sales.
- **Decide how many books to print.** This decision alone can make or break a publishing venture. The right decision maximizes your inventory, profits and opportunities.

Special offer: Sign up for an initial free consultation and get a copy of eight ebooklets with thousands of tips to help you create a marketing plan, establish dual distribution, price your books profitably and promote more effectively

Contact Brian Jud to arrange your consultation

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