

Here is your April 8, 2019 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 18, Issue 7 Number 430 April 8, 2019

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

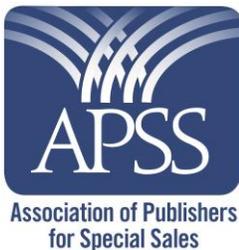
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Top inquiries from the salespeople  
for the week ending 4/5/19

<u>Title</u>	<u>Quantity</u>
<i>Desserts from My Kitchen</i>	2975
<i>Young Skin Diet</i>	350

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To Your Success,  
Brian Jud  
Executive Director, APSS

## APSS Bi-Weekly Top Ten List

**Top Ten Ways to Become Perceived as the Expert in Your field** (and become the spokesperson for a corporation)

1. Understand your target audience(s) and the problems they want solved
2. Know your subject: past, present and future
3. Communicate solutions, not products during your events
4. Be regular and consistent in time, topic, voice and message
5. Use a variety of tools: publicity, social networking, website, media
6. Anticipate and discuss future trends and reasons why
7. Discuss different or new approaches to solving problems
8. Write and publish a book
9. Have a unique message and brand
10. Increase your visibility: speaker, seminars, webinars, networking

## Is There a Better Way to Run Your Business?

By Brian Jud



Your business model is the result of the decisions you have made to generate sales, earn revenue and manage risks. The business model of choice for most authors and publishers is to sell books through book retailers (bricks and clicks) and perhaps to libraries. This choice is usually made because “it’s the way we’ve always done business,” rather than a calculated decision, based business, competitive and market analysis.

However, according to BookScan, 93% of all new books do not sell more than 100 copies. Perhaps thinking about different ways of selling your books might be necessary, or at least considered.

You do not have to make enormous changes to your current model to exploit opportunities. All you may need is little exploration into optional ways to reach your objectives. For example, in addition to selling books through book retailers and to libraries, why not investigate other ways to generate sales? Items on your list might include corporations, associations, schools and even the military. There are also retail stores other than bookstores through which you could sell your books. These include gift shops, airport stores, supermarkets, discount stores and warehouse clubs.

Think about other ways in which you could implement your marketing plan. Then reflect on how you could apply your existing strengths and resources to them and become more profitable. Amazon.com provides a good example of how revising and updating a business model can place a company in a better position to exploit opportunities and maximize long-term sales, revenue and profits.<sup>1</sup>

Jeff Bezos founded Amazon.com in 1994 with the goal of using the Internet to revolutionize the way in which books were sold. Development during the early years required vast amounts of cash, so the company persuaded distributors and publishers to carry slow-moving inventory. However, these partners could not keep up with Amazon’s meteoric growth and quick-shipment promise. In 1997 the company reversed course and began to build its own warehouses.

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<sup>1</sup> These facts were taken from the book, *The Everything Store: Jeff Bezos and the Age of Amazon* by Brad Stone

As time went on, Bezos recognized that his early model would not sustain the growth he desired. He also understood the need to diversify and spread the risk. Around 1998 Amazon expanded from books into music, video and games. These were logical modifications of Amazon's business model since they utilized the same logistics capabilities that books did.

Not all business-model adaptations are successful. Around 2001, Amazon built upon its earlier diversification and hosted the websites of, and performed fulfillment for, Toys "R" Us, Borders and Target. As history has shown, this was not destined to be a profitable strategy.

In 2005 Bezos and his team went back to the basics, but per-item shipping costs were becoming a deterrent to sales. Over the protestations of many top executives, Amazon introduced a shipping subscription rather than paying for individual shipments: Amazon Prime. This move also encouraged impulse purchases.

During this time period, Amazon ventured into on-demand book publishing with the acquisition of BookSurge and CreateSpace.

Still driven to update its business model, Amazon began expanding into computing services, including storage and cloud computing in 2005. This move demonstrated the fact that focused business models are most effective when they appeal to distinct market segments with clearly differentiated needs. So between 2008 and 2010 Amazon acquired two companies in vertical markets: Diapers.com (baby products) and Zappos (shoes).

The growth of Amazon.com from one person's idea into an enormous retail juggernaut was the result of regular, strategic adaptation to market changes and evolutionary opportunities. In other words, they re-evaluated and modified their business model. You can do the same with a little attention to finding alternative ways for selling your books.

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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 the administrator of Book Selling University ([www.booksellinguniversity.com](http://www.booksellinguniversity.com)) Contact Brian at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

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



**Case Study: Write Your Book with Interviews: 101 Businesses You Can Start on the Internet**

Many of my clients say they don't have time to write a book. I completely understand. After my first book was published by a professional publisher, I asked my editor if he'd be interested in another book called 101 Businesses You Can Start on the Internet. He loved the title and told me to write the book—fast—because the next big trade show was 90 days away. He wanted to show buyers he had a manuscript ready to be published.

My original thought was I would have a lot of time to write the book and fit it in while I was doing my day job of publicity. But I knew I couldn't do 101 interviews in just 90 days. That would equal more than one interview every day for 90 days.

That doesn't sound hard for an experienced writer like me, but you have to realize there's a lot of work that goes on behind the scenes to get the interview in the first place. You have to find suitable businesses, find the right people to ask, set appointments to interview them, interview them, transcribe interviews, and edit transcripts. That's a lot of time. If I had six months—180 days—it would have been hard, but doable. Having only 90 days made the task seem impossible.

I love solving problems. How could I make this work? This idea came to me: I'd find companies and ask if they wanted to participate. If they did, I'd send them a questionnaire. They'd complete it. I'd edit it.

Then I tweaked it one step further. I included the questionnaire along with the request. This worked.

Not only did I have enough material for a book, but since all questions were the same, readers could see how people in different industries responded. There were similarities and symmetries to the process that made the information easy to access.

The book was such a success that two things happened. First my publisher asked me to write a sequel, *101 Successful Businesses You Can Start on the Internet*; then a publisher in Brazil bought the rights to the book for his country and published it.

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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>

**Legal Matters That Matter to Writers – Professor Tonya M. Evans**  
(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://www.legalwritepublications.com); The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

### **What Copyright Does Not Protect**

Despite the broad protection of copyright law, it does not protect the following things:

- ✓ Works that have *not* been fixed in a tangible form of expression (for example, choreographic works that have not been notated or recorded, or improvisational speeches or performances that have not been written or recorded).
- ✓ Titles of books and other works, proper names (including Web site domain names), short phrases, and slogans; familiar symbols or designs; mere variations of typographic ornamentation, lettering, or coloring; mere listings of ingredients or contents.
- ✓ Ideas, procedures, methods, systems, processes, concepts, principles, discoveries, or devices, as distinguished from descriptions, explanations, or illustrations.
- ✓ Works consisting entirely of information that is common property and containing no original authorship (for example, standard calendars, height and weight charts, tape measures and rulers, and lists or tables taken from public documents or other common sources).

**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))

**The One Percent Rule.** Small differences in performance can lead to very unequal distributions when repeated over time. This is yet another reason why habits are so important. The people and organizations that can do the right things, more consistently are more likely to maintain a slight edge and accumulate disproportionate rewards over time.

You only need to be slightly better than your competition, but if you are able to maintain a slight edge today and tomorrow and the day after that, then you can repeat the process of winning by just a little bit over and over again. And thanks to Winner-Take-All Effects, each win delivers outsized rewards.

We can call this The One Percent Rule. The 1 Percent Rule states that over time the majority of the rewards in a given field will accumulate to the people, teams, and organizations that maintain a 1 percent advantage over the alternatives. You don't need to be twice as good to get twice the results. You just need to be slightly better.

The One Percent Rule is not merely a reference to the fact that small differences accumulate into significant advantages, but also to the idea that those who are one percent better rule their respective fields and industries. Thus, the process of accumulative advantage is the hidden engine that drives the 80/20 Rule.

One of my long-time favorite sayings is "One idea (spiritual, health or whatever), **well executed**, can change your life forever." There are literally thousands of ideas floating around but very few are ever well executed. A good example is "meditation" - a powerful process but if not well executed, it loses a lot of its potential. Another one is a three-day solitude where you have no human contact or food. It's very hard to describe but it can be life changing. I'm sure all of you can think of tons of examples in every category. The absolute key is EXECUTION.

**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](mailto:BrianJud@bookmarketing.com) and he will answer it here)

**Can you give me some ideas for different places to sell my book? Blythe Johnson**

Find out where potential buyers look for information about your topic. Readers of romance novels would not be surprised to find them in hospital gift shops, at Victoria's Secret stores, flower shops (brick-and-mortar or online) or on cruise ships. You might sell golf books at driving ranges, business books to local chambers of commerce or diet books in beauty salons. Sell your books where people interested in your topic gather, work, reside, study, play or shop.

## **Spotlight on a Course in Book Selling University**

Book Selling University has courses to help you produce better books and sell more of them. Today's featured course is BSU-165: How to Get Media Attention When No One Knows Who the Hell You Are (or not enough anyway), by Joanne McCall. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

## 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))



A book can be customized to the recipient. Place the company's name on the cover of the book or replace the cover with one of leather. Ask the company's president to write the foreword. Some companies may want to include a page of advertising or links to its related products and services. The content may also be tailored to fit a special occasion or season, to recognize service anniversaries or celebrate a company landmark.

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

## Marketing Planning

Editorial by Brian Jud



An old proverb says, measure twice and cut once. In other words, make sure your measurements are correct, so you don't waste time, material and money. An updated proverb for authors could be, plan twice and act once so you don't waste time, material and money.

## Marketing Strategy

Editorial by Brian Jud

Do you think that people don't read advertising? I can guarantee that you will read every word of a full-page ad in any newspaper or magazine if the headline says, "Everything you wanted to know about (your name). Lead with what is important to your target readers and they will read every word of what you have to say.

## 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>)

**How to blog effectively.** To create an effective blog, one that will get you noticed and linked to, you have to think like a blogger. Here are a few basic actions that should help your blog get noticed:

- Post every day.
- Interview interesting people.
- Use a layout that makes it easy to read your blog.
- Stir the pot. Poke fun at something.
- Recycle content.
- Post a blog roll – a list of other blogs you find interesting.
- Comment on the content of other blogs.
- Link to your website.
- Be truthful.

## You're On The Air

(Suzi Reynolds, professional media trainer)

Two concepts determine your relative success in answering questions on the air: preparation and flexibility. You may or may not know the questions you will be asked, nor the person asking them. But if you know your topic and know what you want to get across to the audience, you can perform well in any situation.

## Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net), or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)

### Res Artis

<http://www.resartis.org/en>

Established in 1993, Res Artis lists over 500 residency venues in 70 countries dedicated to offering creative folk time away and respite from the rigors of daily life. The largest network of its kind, Res Artis promotes residential programs as vital to the arts, stimulating creative development and furthering culture.



## The Very Idea

(Editorial by Brian Jud)

Some people looked at Goliath and thought he was too big to hit. David looked at him and thought he was too big to miss. You might look at the non-bookstore market for books and think, “Is that market big enough to approach, or is it too big?” The answer is *yes*. A special-sales market of \$14 - \$16 billion is too big to pass up. However, it can be too big a market in which to compete profitably -- if you look at it as one goliath market. Divide your special-sales opportunity into manageable segments.



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

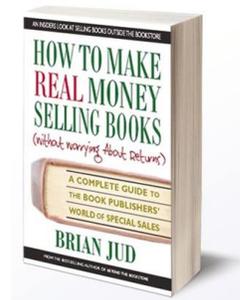
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Become more profitable  
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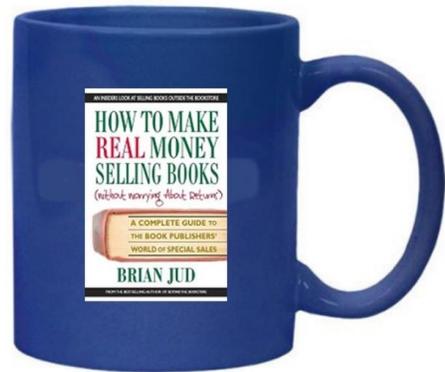
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Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Brian is Executive Director of the Association of Publishers for Special Sales ([www.bookapss.org](http://www.bookapss.org)), a media trainer, frequent speaker at publishing events and creator of the Book Selling University ([www.booksellinguniversity.com](http://www.booksellinguniversity.com)). Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>