Beyond the Bookstore
A Unique Training Course with Ten Steps for Making Profitable Book Sales to Non-Bookstore Buyers
By Brian Jud

Do you dream of selling your books in large, non-returnable quantities? Most author and publishers do. But they get mired in doubt, confused about how to proceed, and totally overwhelmed by the complexities of the process. Beyond the Bookstore is a training course that will show you how to get started, take the right steps, in the proper order, and make more money.

What is this course and how can it help you?

- **It is for non-fiction, fiction, children's books, cook books, or any genre.** The tools in this program can help you sell more of your books to non-bookstore buyers – in large quantities and in many cases non-returnable. And buyers pay shipping costs.

- **Who are these buyers and how do I reach them?** That is what this course is all about. You will discover how and where to find them – and then what to do. Each step described in detail. We’ll even send you the first five people to contact.

- **You get detailed and easy-to-follow instructions, examples, forms and details.** This course includes everything you need to sell your books to buyers you never even thought existed.

- **Can you do it? Yes. Each step is customized to your level of skills, time and desire.** This course will show you how to find and contact prospective buyers – and how to get others to do it for you – so you can chose the best way to proceed – for you. The end result is more money in your pocket.

- **How is it delivered?** We can email you a folder with all the information or send you a CD. Your choice. In either case you will receive all the steps at one time so you can go through the training course at your own pace.

- **How are the leads customized?** Email to BrianJud@bookmarketing.com a description of your content and target readers. In 30 days – if you decide to keep the training course – you will receive contact information for five prospective buyers. These are people you can get in touch with right away. These are guaranteed to be current because we verify authenticity before we send them to you.

- **All 10 Steps in the Beyond the Bookstore package including the names of five potential buyers customized to your book – guaranteed** - can be yours for one payment of $349. Go to http://www.premiumbookcompany.com/programs/TenSteps.php the Promotion Code Joel (Save $50 of the normal package price)

**There is a 100% guarantee**
If within 30 days you feel this training course is not for you, your money will be refunded without question. But if you decide to complete the course you will receive the contact information for five potential buyers, customized to your book.
Here Are the Steps to Large, Non-Returnable Sales In the Beyond the Bookstore Training Course

Introduction: Discover how special sales can increase your sales, revenue and profits. Once you understand the opportunity of special sales you will be motivated to seize it.

Step 1: Define your target readers and buyers
Who are the people who can benefit the most from reading your content? Who else? The answers to these questions will make all your promotion and selling efforts more effective and efficient.

- **How to find new buyers:** a question-and-answer document to help you find places to sell book that you probably never considered before
- **A worksheet to define target buyers:** Answer these questions about your target buyers and you
- **Organize your prospects into groups:** people buy for different reasons and in different ways; group people with similar needs and purchasing habits
- **Prioritize your prospects:** rank them in the order in which you will contact them
- **Worksheet to segment target buyers:** complete this worksheet and your buyers will be in identifiable groups, waiting for you to reach out to them

Step 2: Create Distribution for Retail Buyers
- Channel design
- How to contact distributors
- Create Successful Distribution to Retailers (not just bookstores)
- Which Distributor to Choose?
- Marketing Information to Send to a Distributor or Wholesaler
- A Distribution Checklist
- Working with your distributor/wholesaler
- Contract FAQs
- Sample Distribution Agreement
- Quick Tips for Effective Book Distribution

Step 3: Search for prospects among retail buyers to create new opportunities
You may decide to contact potential retail buyers on your own, showing them how they can benefit by ordering your books through the distributors and wholesalers with which they already work. Examples of non-bookstore retailers are discount stores, warehouse clubs, airport stores, supermarkets and pharmacies, museums, zoos and national parks, gift shops and specialty stores.

- Selling Books to Airport Stores (Not Just Airport Bookstores)
- Selling Books to Discount Stores and Warehouse Clubs
- Contact information for major discount stores and warehouse clubs
- How to Sell to the World’s Biggest Retailer
- Sell Your Books in Museums, Zoos and Parks
- Decision criteria for books
- Selling Books to Supermarkets and Pharmacies
- Major chain stores
- Selling Books through Home Shopping Networks
• How to Sell More Books through Gift Stores
• Selling Books to Book Clubs
• Selling Books through Display Marketing Companies

Step 4: Search for prospects among non-retail buyers to create new opportunities
Corporations, associations, foundations, government agencies and the armed services buy books directly from publishers. Sales are typically made in large quantities, returns are rare and payment is received more quickly.

• Selling Books to Large and Small Businesses
• Why a company might use a book as a marketing tool
• How companies use books
• Selling to Associations
• Selling Books to the Academic Market
• Selling Books to Government Agencies
• Selling Books Successfully to the Armed Forces: The Domestic Military Market
• Selling Books Successfully to the Armed Forces: The Overseas Market
• Selling Books to Libraries

Step 5: Meet with each prospect to find out what they want to accomplish
Once you have a few good leads, meet with them to introduce yourself, confirm the buying criteria, learn objectives for the campaign, and discuss ideas for how to proceed.

• How to make initial contact
• Know who to contact
• Do some research before calling
• How to get through the door
• How to probe
• Establish buying criteria
• Contact prospects by telephone
• Create professional, benefit-oriented sales literature and catalogs

Step 6: Write your proposal
This may be just a one-page document that describes how your book will most cost-effectively reach your prospect’s stated objectives. Organize this information into a brief proposal describing why your proposition is the best solution among competitive proposals, given the buyer’s criteria.

• A description of what should be in your proposal
• Pricing tips for special sales

Step 7: Making a persuasive presentation
Next, present your proposal to the decision maker. This information will help you prepare the content of your presentation and deliver it persuasively (vocally and visually); it includes tips for using audio/visual aids.

• Develop your presentation strategy
• Prepare and use visual aids effectively
• How to overcome nervousness
Step 8: How to negotiate a “win-win” deal for large-quantity orders
Negotiate in a way that creates long-term relationships resulting in recurring revenue. This Step describes the traps to avoid, how to handle objections and how to make sales without high-pressure tactics.

- The secret to negotiating a large, non-returnable sale
- 32 tips for negotiating a large-quantity order
- Eight Traps to avoid when negotiating large-quantity book sales
- Nine ways to control the discussion
- Potential barriers to a successful end result
- Negotiating the spirit of the deal
- Take the money … or run?

Step 9: Follow Up
- How to maintain your business
- How to grow your business
- How to protect your business

Step 10: Tips for niche promotion
Conduct niche promotion so potential readers, buyers, store managers and other prospects become familiar with you and your book’s title. Continue to build your platform as you publicize, advertise, promote and sell to non-bookstore buyers.

- Build and expand your platform: two documents to build your special-sales platform, which is different from your trade platform
- Writing persuasive marketing copy: eight tips for writing more persuasive marketing pieces
- Entice people to respond to your direct mail campaigns: how to use direct marketing to reach more prospective buyers and sell more books
- Trade show success is as simple as pie: how to use trade shows to find prospective buyers and sell more books
- How to turn publicity into profits: Eight new ways to get attention and write better press releases
- Get your word’s worth on the air: tips for saying the right thing to sell more book on TV and radio shows
- Sail the Seven Cs of good media appearances: the seven “must dos” for all media appearances
- Marketing planner: a worksheet to help you organize all aspects of non-traditional book promotion

The Beyond the Bookstore package gives you everything you need to make the journey to more sales and profits.
All 10 Steps in the *Beyond the Bookstore* package **including the names of five potential buyers customized to your book** can be yours for one payment of $349. Go to [http://www.premiumbookcompany.com/programs/TenSteps.php](http://www.premiumbookcompany.com/programs/TenSteps.php) the Promotion Code *Joel* (Save $50 of the normal package price)

If you prefer to call with your card number, please call (860 675-1344). Or, let us know a time to call you for the number. In any case, refer to the promo code “Joel.”

If you want someone to call you to discuss the details, let us know a number and a good time to call. The email address is BrianJud@bookapss.org. Or call (860 675-1344).

To Your Success,

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