

# Can we sell two new books by using 12,200 jumbo postcards?

At 11" x 6," the postcards are big enough to cover other books already on the potential buyer's desk. But the real issue is, **are the cards clever enough to lovingly pick the buyers' pocket?**

Said another way, it will cost us about \$6500 to get the sales missive done right and delivered on time. But will the returns grossly exceed that cost while we are still in the same flesh? (Three months will tell the tale, hoping for a third of that in three weeks.)

I'm a niche publisher. A few years back my firm hit a bulls-eye designing, creating, and selling standard operating procedures manuals for dentists. Now we create and sell books to K-12 administrators: mostly principals, superintendents, school board members, and teachers. Flossing was pretty much what I knew about dentistry at the earlier incarnation, and avoiding the grumpy old dudes who ran schools was my gift as a kid. How the niche publishing came about is another blog, or several—go to the search box on this blog and write "**niche publishing**" and you can read what I've said so far. Or read my book: [Niche Publishing: Publish Profitably Every Time](#).

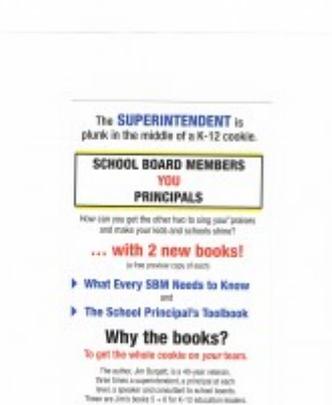
The bottom line is that I don't write education (or dental) books: I get first-rate leaders (preferably already speaking widely in their field) who are experts about the target topics. **They are the heroes**. They share their hard-earned well of knowledge—in writing. (I have had 46 books published that I did write, but that's a different, and concurrent, life!)

Here the expert is my younger brother, Jim, and these are his fifth and sixth books for me. Why him? I can't find anybody else with more experience, ideas, and recognition among other

superintendents, principals, and teachers, nor anybody who has also given so many key speeches to conferences, conventions, academies, ... Anyway, he's a lot of fun, disciplined, and full of reliable genes, good ideas, and true stories...

But here's what's up now. Jim wrote two books that I want to sell simultaneously: [The Art of School Boarding: What Every School Board Member Needs to Know](#) and [The School Principal's Toolbook](#). (We try to make our titles so clear that a buyer knows what's inside before lifting the cover, so I hope these too are self-explanatory.) They are dynamite books but running two separate selling campaigns costs money—and we think one campaign makes giant sense.

**Here's the most important item on the card:**



Our buying target is the SUPERINTENDENT, who is chosen by the Board and chooses the principals! If the other two don't work, he or she doesn't either, at least for long. The rest of the postcard explains the books, shows the covers, summarizes the tables of contents in key words, soothes the super's soul in three paragraphs each of selling prose, all leading to four wee questions, "(Do

you) want to review a free ebook copy (of one or both books)? ... read testimonials? ... check the author's credentials? ... or order copies, with the usual discounts?" Then it politely sends the mesmerized 12,200 superintendents (a large percentage of all of them in the U.S.) to [www.meetingk-12needs.com](http://www.meetingk-12needs.com) for the rest, to decide and close the deal. (Go ahead: you needn't be a superintendent to be curious—although admittedly there are a lot of curious superintendents!)

So that's why I asked in the headline, "Can we sell two new

books by using 12,200 jumbo postcards?

Here are the images on the (two) sides of the postcard:



We don't know. The cards hit the mail yesterday. Here's what it looked like, scanned to blog size. I'll report back right here every three weeks or so. It might be a pinch slow at first because the dust is still settling from the Easter break. The honchos are probably still trying to find their stray kids.

**But I can share one thing now:** what I had to do to put the jumbo postcard together and get the offer in flow.

1. Think up a **way to sell** two very different books to three school chiefs at once. Does it make sense? Was the superintendent the right target? Will I starve my wife, kids, and myself to death?

2. Find a reliable, current, affordable **mailing list** of

superintendents. Google first, limit it to four, and call and let them (quickly) sell their wares and virtues to me.

3. Find a fast, reliable **printer** who is comfortable with jumbo cards and can also sync the mailing (I send the list) and provide inexpensive small adjustment art tweaks, if necessary.

4. Find a card (or graphics art) **designer** (or design it yourself if you are experienced) and get the copy, changes, colors, and the rest pulled together on time.

5. Find the **money** and distribute it gratefully when everybody does what you want—preferably, far better than you imagined.

6. Get my **website** up-to-date, and go through the link lines the buyers will visit so it's all current, easy to follow, and delay-free. Like the supermarket, don't slow the buyer down but be sure he/she at least sees your other products and services along the way.

7. Plan the **fulfillment**. Get the free ebook email ready; write thank-you model replies to your lucky customers; find envelopes, bags, or boxes for shipping; set up a meter mail system with the post office; get tape and all the incidentals; listen to your phone message and make it clear and relevant; set up an invoicing system for direct purchases (usually for purchase orders); double-check your shopping cart process (if used); line up helpers if needed, and lay in enough book stock to cover the initial surge, with a fall-back five-day POD replenishment lever ready to pull if good fortune gushes in.

That's it. "Cross" is the word of the day. My fingers are crossed—or my banker will be cross. See you soon.

Best wishes,

Gordon Burgett