

Here is your August 17 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 17 Number 464 August 17, 2020

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 8/14/20

<u>Title</u>	<u>Quantity</u>
None this week	

### News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers  
for Special Sales

### The APSS Free Virtual Book Marketing Conference (Sept 10 – 11)

#### Today's Way to Market Books for Tomorrow

Discover how to sell to non-bookstore buyers you never thought of for profits you never dreamed of

Yes, this two-day virtual conference is presented to you for free. You will discover how to sell your books in more ways than you ever imagined and to people you never knew existed— in large, non-returnable quantities. National speakers on all critical book-marketing topics. For more information, an agenda and to register, go to <https://bit.ly/3oYOPyu>

### 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))



"It's not a product unless it sells," says the old adage. You can have the greatest product in the world, but if you can't sell it you won't get very far. What are three reasons that someone would want your idea or product? What benefits does it provide? What does it promise? How can you make your idea more attractive to other people?

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>)

Turn shoe leather into money – network in person, work more trade shows and call on those prospective buyers

## Marketing Strategy

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

When some authors come to me for book-marketing help, they often begin by telling me, "There is no other book like mine." In many cases they are not aware that competitive titles exist. I suggest a search Amazon or the other online stores using their topic as the search argument. Google your topic to see what else is out there. If no other titles exist, perhaps there is no demand for your content. If you wrote *The History of the Ballpoint Pen Sharpener*, you would probably not find any existing titles since there is not much demand for your content.

## 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))

When planning for the remainder of 2020, think of this anonymous quotation, "Do not follow where the path may lead. Go instead where there is no path and leave a trail." Take the path toward special sales.

## The Very Idea

(Editorial by Brian Jud)

Just give something a try and get started. You cannot hit a homerun (or even a single) unless you step up to the plate. You cannot get on a TV or radio show without contacting the producer. If you want to write a book get started. If you want to call a corporate buyer, pick up the phone and dial. You cannot make your idea a reality unless you give it a try. Start today. What are five things you can do today to get a start on your idea today?



## How to Sell to Non-Bookstore Buyers – Sell Your Books in Museums

Every year millions of people visit thousands of museums, most of which have a gift shop in which books could be sold. If you can help these gift-shop operators educate and entertain their guests, you can sell a lot of books. Since they are usually sold on a non-returnable basis with discounts averaging 55%, you can sell them profitably, too.

Museum gift-shop managers promote education in their stores to extend the experience of their guests. To be successful in this market you must carry the same mindset. Profits really are secondary to fulfilling the mission of the venue, and that is to educate the guests and make their experience pleasurable and informative.

The American Association of Museums (AAM) estimates there are 17,500 museums. And depending on the topic of your book, museums and historic sites can be profitable outlets.

Children's museums and modern science museums are a good starting point. But parents also bring their children to art museums, natural history museums, botanical gardens, state history museums, battlefields and U.S. history museums. The Association of Children's Museums found that more than 30 million children and family members visit children's museums annually. That is a large number of prospective book buyers for just one segment of this potentially lucrative and evergreen market.

### Where to find lists of museums

1) The Official Museum Directory (<http://www.officialmuseumdirectory.com/OMD/home>) covers institutions of every size and type in all 50 states. This resource provides verified data that reflects the latest professional affiliations, permanent and traveling exhibits, and contact data for museums, historic sites, planetariums, technology centers and zoos.

2) The International Council of Museums (ICOM) website (<https://icom.museum/en/>) lists print and online directories of museums that include publications that are available for sale as well as those that are part of ICOM's collection in its Information Center.

Find lists of individual museums through the primary association for each segment. For instance:

- The American Association of Botanical Gardens and Arboreta maintains an online directory of its member gardens at <http://www.publicgardens.org/>
- The Association of African American Museums has an online database of its member museums and related institutions at <https://blackmuseums.org/>
- The Association of Railway Museums maintains an online database of its members. <http://www.railwaymuseums.org/>

If you choose to sell directly to these stores, approach them as you would any other business. Find out the buyers' names and make appointments to meet with them. You can usually find this information on the websites listed above. Although there are no industry standards for purchasing books, sales are typically non-returnable. An exception to this rule is a sale for a special event. They usually seek discounts of 40 – 60%, averaging 55%. If your titles sell well they will be re-ordered regularly.

## Spotlight on Book Selling University (All course available for free at [www.booksellinguniversity.com](http://www.booksellinguniversity.com))

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## 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)

*“How can special-sales marketing make me more profitable?” Ed Grasse*

The greater the quantity in which you print, the lower your unit cost will be. Therefore, some publishers print books and hold them in inventory to meet the just-in-time shipping requirements of some bookstores. Special-sales strategy permits you to hold low (or no) inventory, filling small orders through digital printing. Then you print longer runs to fill orders for large quantities of books.

Increased profitability naturally follows, since the lower your unit cost the greater your profitability at the same selling price. In special marketing you print to fill orders since buyers – particularly non-retail buyers – usually buy in advance of a promotion and are willing to wait for delivery. Not only do you print to order (with no inventory costs), but the quantities are typically larger than you might produce to hold for potential bookstore sales. If you want some books to keep on hand, tack on a quantity to the special print run -- at a much lower price than if that quantity were printed alone. This tactic could increase your gross profit as demonstrated below for a 6” x 9” softcover book with 240 pages.

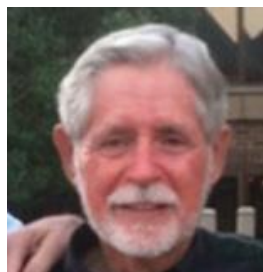
## *You're on The Air*

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment)

A good guest is someone who knows the audience and who can answer questions without too much about "my book."

## 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))



One of my long-time favorite sayings is "One idea (spiritual, health or whatever), **well executed**, can change your live 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.

## The APSS Monthly Top Ten list

**Marketing to Lovers and Haters.** Is your topic one that elicits a “love-hate” response from people? You could have content about dieting, wealth management or any topic that elicits polarized opinions. Your topic doesn’t have to be that controversial to generate opposite responses. For example, the top three most polarizing brands are McDonalds (33% love, 29% hate), Starbucks, (30% love, 23% hate) and BP (22% love, 19% hate). The least polarizing brand is Amazon.com where 56% love it and only 3% hate it. You do not need exact figures of the ratio for your brand, but you can get a good feel for it if your radio performances elicit callers with extreme opinions, for example. If your brand does bring out the best and worst feelings among your target buyers, there are things you can do to sell more books under those circumstance. Here are the **Top Ten Ways to Market a Polarizing Brand.**

1. Focus on the undecided people in your target market and do not try to be “all things to all people.”
  2. Follow the social media carefully to see what the “brand haters” are saying
  3. Confront detractors directly to reduce negative word of mouth and create a larger pool of potential buyers. <sup>1</sup>
  4. Studies show that highly polarizing brands tend to perform more poorly than others, but they also tend to be less risky
  5. Get feedback on your marketing campaigns from a focus group or from your fellow discussion-group members or in the APSS Idea Marketplace
  6. Create media buzz by intentionally antagonizing brand detractors. This also has the effect of reinforcing your message among your enthusiastic readers
  7. If a single characteristic is responsible for the deep schism between your brand’s fans and detractors, amplify the polarizing attribute
  8. Create a new book that amplifies the point of differentiation and perhaps bolster loyalty among your brand “lovers.”
  9. You may choose to create a polarizing attribute to differentiate your book from a strong competitor and stand out in a crowded field.
  10. Focus your sales efforts on market segments made up of a larger population of brand lovers
- 
1. Editor’s note: I used this technique when I found a person on a listserv denigrating my special-sales catalog program with erroneous information. I joined the list and corrected the misrepresentation. The disparager apologized to all.

## How Sell More Books – Non-Returnable Brian Jud



Too many independent publishers use the Christopher Columbus method of planning. They do not know where they are going. When they get there, they do not know where they are. And when they return, they do not know where they have been. This is not a good way to run a business. You can avoid this situation by writing a strategic, functional plan to market your books. For a view of a new planning formula, look through these “ize.”

**Recognize.** A basic premise for successful marketing is to find a need and fill it. You do this by researching three major areas. First, discover what product opportunities exist. Second, learn the demographics and psychographics of your prospective customers. Finally, determine your potential market’s size, growth and competitive status.

**Crystallize.** According to a proverb, a journey of 1000 miles begins with a single step. But what if that step is in the wrong direction? Start your trek by deciding where you want to go. Write a specific objective and the date by which you will accomplish it.

**Strategize.** With your destination etched in your mind, begin to plan how you will reach it. Start by creating strategies in each of the Four Ps of marketing: Product, Place, Price and Promotion. Should your product be a printed book, an audio package or an ebook? Will you market it through the traditional bookstore channels or directly to non-bookstore buyers (retail and non-retail)? Answers to these questions will dictate your distribution network and discounts which in turn impact your pricing strategy. Finally, describe how you will coordinate the elements of your promotion mix by manipulating your advertising, publicity, sales promotion and personal selling strategies – both online and offline.

**Capitalize.** There are hundreds, if not thousands, of actions you can take to market your book. However, most publishers do not have unlimited funds to perform them all. Therefore, you have to create your financial statements to determine how to allocate your existing resources.

**Energize.** Without action, planning only gives the illusion of progress. Now it is time to put your plan into action. Marketing a book successfully requires perpetual promotion and it is up to you to do it. Perform each step according to the way you planned it.

**Scrutinize.** Action is not synonymous with accomplishment. You may be busy promoting your book but you may not be getting closer to your goal. Periodically assess your progress and make any changes that are necessary. Know where you are at all times.

**Realize.** This planning formula organizes and directs your thinking and actions to best exploit available opportunities. It coordinates and unifies your efforts to make your budget more efficient. And it helps you regain your bearings and look back to see how far you have come.

Decide where you are and where you want to go. Then set your course for smooth sailing toward a new world of publishing success.

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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 creator of Book Selling University ([www.booksellinguniversity.com](http://www.booksellinguniversity.com)) He was the host of the TV show *The Book Authority* for 13 years, a guest on over 1200 shows, and a media trainer. Contact Brian at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

## Simple & Easy Media Tips to Getting and Giving Interviews By Marsha Friedman

Who doesn't want to get the word out about their company, service, or product? As a publicity expert with more than twenty years experience in the field, I have encountered hundreds of companies who have wanted the same thing. My answer is to appear as a guest on local radio, TV news shows and/or gain editorial coverage in print which will enable you to get the word out to thousands (and possibly millions) of consumers.

From my experience, here are some tips that will help anyone get started in the race to attract attention from the broadcast media - radio and TV.

### **How To Know if You Are a Good Candidate for Radio and TV.**

Almost anyone can be a candidate for radio and TV, but if you are a company with consumer-oriented products you are a perfect fit! If you are a professional firm with legal, financial or consumer related services this would work for you too. With specialty radio and TV programs on law, relationships, lifestyles, health, gardening and more, there are definitely shows out there that can be a perfect match for your message.

### **Does Practice Make Perfect?**

Oh, definitely. The professionals who are in the media all the time make it look very easy, but actually it's a skill. The more interviews you do, the better you get at defining your message and honing your presentation skills. And once you do a few radio call-in shows and speak to a few hosts, you'll find that the questions you get are similar. Usually, there's one area of your message that's really interesting to people and you can start to craft your answers to respond about that area.

### **Where To Focus Your Pitches.**

Local radio shows on the 250-watt or 1,000-watt AM stations are a great place to start. There's also internet radio, which is becoming more popular and could be another good way to get started. With more radio shows going to national programming the weekend programs are also the best place to find radio shows that are looking for guests.

For TV go after your local morning news programs or weekend lifestyle segments. And there's also community-access cable, which can be relatively easy to get on and can provide wonderful experience and a way to build up your confidence on camera.

### **How to Spark Producer Interest.**

Well, first, stay up on the news. Listen to the radio, read newspapers, watch TV. That helps you figure out what's in the news and how your message might tie in with it. Once you have an angle or tie-in to a current news story, put together a press release that positions you as an expert on this issue and sells them on why they should have you as a guest. Remember, pitch your expertise as a solution to a problem that's making news – don't go in with a sales angle!

### **Getting Prepared for the Interview.**

Make sure you're fully prepared with facts, figures, and anecdotes to talk about when you're on the air. Make up a cheat sheet or note cards loaded with your best information and key points. Most TV interviews are going to be very short -- three to five minutes at most -- so you really must know your message before you go on the air.

Do some dry runs with a friend or business associate acting as the host, so you get your answers down. The audience can easily detect the difference between a guest bursting with knowledge and one whose knowledge well is drying up. If you don't have much to say, you'll lose the audience's attention and any credibility that you were building with them.

### **Do As Many Interviews as Possible.**

There is no such thing as overexposure; you want to conduct as many media interviews as you can. The more interviews that you do, the more buzz you will build about your company, product or service. And you should make yourself available at a moment's notice, if need be. Talk radio interviews are typically done from your home or office, so that makes it very easy.

Think of media appearances as instant promotional opportunities, and be available day or night. Anytime you're on the air, you're going to boost your company, product or service's visibility and sales.

### **How To Get Invited Back.**

You need to sparkle on air. Enthusiasm speaks loud and clear, so in order to keep the audience attentive you need to maintain a high level of interest throughout the interview.

Remember, media is about entertainment. So you want to be both informative and entertaining, not boring. Do that and you'll find the host jumping in to help you promote your message.

### **How to Give a Good Interview: Eat, Sleep and Turn Off Your Phone!**

It sounds obvious, but the first thing is make sure you're really well-rested and well-fed. Your attention isn't going to be focused if you're hungry or tired.

Also, if you're doing a radio interview from your home or office, close yourself off in a room where there are as few distractions as possible. Get your cell phone out of there! Then, try and relax and be yourself. Nobody knows your message like you do -- so you really are an expert. Have fun with it!

And don't be too hard on yourself after your first appearance. No one goes out and bats a home run the first time at the plate. So try to be as comfortable as possible and as prepared as you can be, and then enjoy yourself.

**For more information or to interview Marsha Friedman, contact Rachel Friedman, 727-443-7115 ext. 206 or Rachel@emsincorporated.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



Read and listen to other thought leaders in your field. You can find interesting insights and sources to support your theories. You might want to interview these people so your book has even more credibility. Reading and listening to these materials could open a wide range of experts for you to invite into your community. You might help promote each other's works.

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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>

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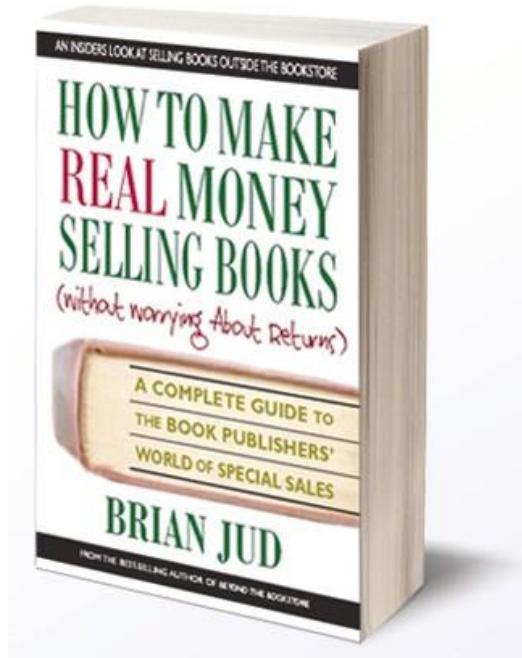
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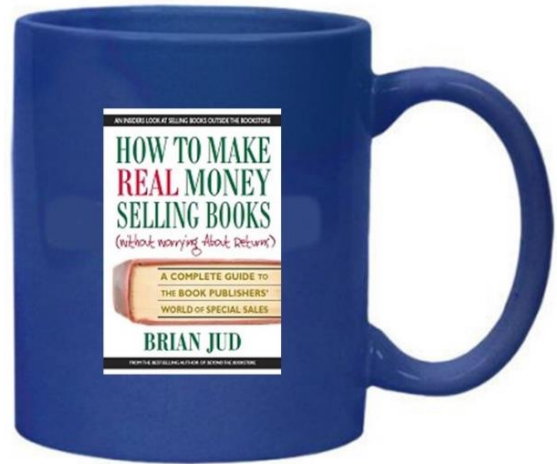


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### Contact Information for Brian Jud

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He also offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at [www.bookcentralstation.com](http://www.bookcentralstation.com). Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing.

Brian is the editor of this newsletter. If you have questions, comments or want to contribute a short article, contact him at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com)