

## 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 18 Number 465 August 31, 2020

### More Benefits and Savings for APSS Members (The Association of Publishers for Special Sales - **Join Now**)

## Discounts for APSS members for Frankfurt, Virtual Conference and Printing

**Display your book at the Frankfurt International Book Fair with discounted pricing.** Yes, Frankfurt is still scheduled to happen physically. It is the leading trade show for books, media, and publishing of the year. Over 285,000 visitors, more than 7,500 exhibitors from 100 countries, 10,000 journalists will attend the event.

It will be a hybrid show with both physical booths and with virtual opportunities for publishers who opt not to go. CBE is still scheduled to go and showcase the books. **The deadline is September 11** and you can register at <http://tinyurl.com/y7bpzgld> with your APSS membership number to get these special prices:

Print Book Display (per title) - \$165

Ebook Display (per title) - \$165

Print/Ebook Combo (per title) - \$200

Full Page Advertising in CBE Exhibit Catalog (per catalog) - \$200

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

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. You may attend one course or all of them – at no charge. For more information, an agenda and to register, go to <https://bit.ly/30YOPyu>

**10% discount on book printing for APSS members.** Sterling Pierce is a printing establishment that has been servicing the publishing community with high-quality, short-run digital books. “We have grown over 35 years to be very successful, full-service print house that has a passion for changing the printing industry. Our web and sheet-fed presses offer a cost-effective solution for orders of 5 to 5,000+. This allows customers to maintain optimum inventory levels over the life cycle of a title.” Please reach out with any questions or quotes contact by contacting Erica at [erohde@sterlingpierce.com](mailto:erohde@sterlingpierce.com)

---

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

APSS members may now view all 50+ courses in Book Selling University at no charge. Go to [www.booksellinguniversity.com](http://www.booksellinguniversity.com) to see a description of each and the bio of the instructor. Or, go to YouTube.com and search for the channel Book Selling University. Subscribe and watch all the courses as many times as you wish for free.

## News You Can Use -- To Sell More Books in Large, Non-Returnable Quantities



### Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

Stop selling your books and make more money. This may sound odd for a publisher, but you can achieve the most success by not selling your book, but by *selling the benefits* buyers receive from your book's content. In other words, the form in which your content is sold is less important than the content itself – particularly to non-retail buyers (in corporations, associations, etc).



### Tips for Marketing Strategy

Paul Assaiante is the men's squash coach at Trinity College in Hartford, CT and his teams have the longest winning streak of any sport in college history – 252 consecutive wins. He is also the author of the book, *Run to the Roar*. In it he says, "In Africa, lions hunt in packs. The oldest female in the pride cannot catch her own food, but she has the deepest roar. They position her in the middle of the field facing the bush. All the other lionesses hide in the bush. When she roars, the prey run away from her to their death. But if they had run at the perceived problem they would have found a toothless old lady. Some people create demons in their own



### Ideas for Successful Planning

Planning is a process, not an event. See the four-part series of articles on this process:

**Step One:** *Marketing Strategy Rules*

**Step Two:** *Marketing Choreography (Planning)*

**Step Three:** *The Hidden Power of Marketing*

**Step Four:** The Measure of Marketing. Find these among many other [free articles here](#)

mind. It's almost never as bad as they think. That's what I'm trying to teach the boys to do. Run at the problem."



## The Very Idea

Walt Disney had four words of advice for budding entrepreneurs: Think, Dream, Believe and Dare. Think about what you want to do, dream about how you can make that happen, believe in your dreams and then dare to act on them. Can you do that this year?

## Answers to Your Questions About Non-Bookstore Marketing

"How can performing on the air help non-bookstore sales?" Eddy Grasso

Media coverage is as important in special markets as it is for bookstore marketing, perhaps even more so. Before people will buy a product, they need to have a level of confidence about it, and this comes from being exposed to it several times before they make a purchase. Think about *your* buying practices. Do you buy something the first time you see it on a shelf? You are probably more likely to purchase the item if you have some familiarity with it.

When people walk into a bookstore, they are looking for a book. But when they walk into a gift shop, discount store, supermarket or pharmacy they are probably *not* looking for a book. Your media will pre-sell them so when they happen to see your book on a shelf they will recognize it. Only after it catches their attention and interest will they pick it up and look at it.



## Leadership and Growth Concepts By Tom Hill

The phrase "Golden Bridge" comes from Chinese military strategist Sun Tzu, who twenty-five-hundred years ago wrote a book called *The Art of War*. He talked about building your opponent a golden bridge to retreat across. In negotiation I would reframe that positively as a golden bridge for both of you to advance across.

## ***You're on The Air***

### **Tips for Getting On and Performing on TV and Radio Shows**

---



You will please the host, and the audience will pay attention to you if you come across as a credible, knowledgeable source of information. To communicate effectively you should have logical, well-supported answers to the questions posed by the interviewers or callers, which you can do if you are thoroughly familiar with your subject matter. Read what others have said on your subject and reread your own book. This latter point may sound unnecessary because you wrote your book and you know what is in it. But before rejecting this, consider these points:

- You will be surprised at how quickly you will forget details you wrote just six months ago. Your hosts and callers may have read it yesterday and will have detailed questions for you.
- Become familiar with your table of contents and subheads. Producers and hosts who do not have time to read your entire book will take their questions from these.
- Know what your competitors have said about the topics on which you (or they) have taken a stand. If your host or someone in the audience disagrees with something you wrote, or cites your competitor's position, be prepared to discuss your reasoning.



## **How to Build a Successful Marketing Platform**

### **By Brian Jud**

---

Actors use a physical platform to raise themselves above their audiences, focusing attention on themselves so everyone can see and hear them. The concept of building a marketing platform is not dissimilar. Publishers generally assume that if their authors' platforms are significant in numbers, potential buyers will either buy their book upon its publication or spread the word about it to others. But this is not often the case. Simply because people have heard of you or have befriended you on Facebook does not mean they will buy your book or support its introduction.

[\*\*Read More Here\*\*](#)

**Excerpt from *Write Your Book in A Flash -- The Paint-By-***

## *Numbers System to Write the Book of Your Dreams—Fast! By Dan Janal*

You can outline your book by listing ten chapters and their themes on this worksheet. When you finish, you'll have your table of contents.

You could write only one or two words. That's fine. If you'd rather write a sentence, that's fine. Don't struggle to find perfect chapter titles. That comes later.

Fill in the lines below, and you'll take a giant step toward finishing your book. Write your answers below:

- Introduction and overview
- Theme 1
- Theme 2
- Theme 3
- Theme 4
- Theme 5
- Theme 6
- Theme 7
- Theme 8
- Conclusion/Next Steps

Download a printable version of this [worksheet](#)

---

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>



## **Tips to Help Aspiring Authors Avoid Pitfalls of Publishing**

**By Jim Donovan, Author & Book Coach**

**<http://www.jimdonovan.com>, <http://www.thebookcoach.com>**

Recent newspaper accounts of the demise of Creative Arts Books, dampening the dreams of several aspiring authors, is just one more pothole in the treacherous highway of book publishing. In the past, authors and small publishers have had to endure printers going out of business with books on press and a host of other problems, including distributor failure, which often end with the small publisher being out significant amounts of money and, in some cases, being unable to reclaim their books until court settlements are made.

**[Read More Here](#)**

## Top 10 Questions Publishers Ask During the Book Printing Process, By Laura Baker

---

Be it your first book or your twentieth, with so many steps to the book printing process you'll undoubtedly have questions along the way. When you work with Sheridan, you can count on excellent...

[Read More Here](#)



## You Said It: Members Comments on APSS Benefits

---

"Today's (APSS) webinar was definitely the best, most relevant, information packed webinar I have listened to relating to the topic of writing, publishing and marketing books." Barbara Lyons Stewart, AIA, EDAC

**you**  
said it

[Learn more about how APSS can help you](#)



## They Said It: Motivational Quotation

---

"Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."  
Mark Twain

## APSS Actions You Can Take Today to Sell More Books

---

Having trouble selling books through bookstores or other retailers? Do you have proper and adequate distribution to them? If so, talk with your distribution partners to discuss how you can communicate better, share market intelligence, or implement more effective promotion campaigns.



Expand the segment by looking for related associations with bookstores on their websites. What niche bookstores could your distribution partners contact? [Examples of many bookstores](#) by specialty may be found here.

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

To subscribe to *Book Marketing Matters* email [Kim@bookmarketing.com](mailto:Kim@bookmarketing.com)

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at [www.bookmarketing.com](http://www.bookmarketing.com)

Brian Jud is the Executive Director of The Association of Publishers for Special Sales (APSS). Join this association for many discounts from major suppliers and many educational programs that can help you sell more books more profitably.

Discover more at [www.bookapss.org](http://www.bookapss.org)

**Book Marketing Works. LLC**

Box 715, Avon, CT 06001

[www.bookmarketingworks.com](http://www.bookmarketingworks.com)

[BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

(860) 675-1344