

BOOK MARKETING MATTERS

Brian Jud's free, bi-weekly ezine dedicated to helping you get your share of the special-sales markets and sell more books profitably.

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

Two deadlines this week for book-display discounts for APSS members

Deadline Today for Frankfurt Book Fair

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. Register at <http://tinyurl.com/y7bpzgd> 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 deadline is September 30 for the Middle East Studies Association

The APSS agreement with Association Book Exhibits offers APSS members an opportunity to virtual display your Middle East Studies Association book(s) at the (MESA) annual conference. The price is \$45 per title.

MESA has traditionally held an annual meeting in the fall where members gathered to share research. MESA has been a hub for scholarly exchange from its first meeting at The University of Chicago in 1967. The meeting features panels and special sessions on a variety of topics related to Middle East studies, hosting an average of 90 exhibitors (from University presses and publishing houses to Middle Eastern jewelry and souvenirs) offers the latest publications in the field and a comprehensive exhibit hall featuring the latest books and software in the field. The meeting provides an opportunity for friends and colleagues from a variety of disciplines to gather to share their common bond: the study of this important region of the world.

For each title, please email the title, author, pub date, list price, ISBN and discounted price (if any) to brianjud@bookapss.org. APSS members can make the \$45 payment per title (\$65 for non-members) with Paypal account brianjud@bookapss.org or contact brianjud@bookapss.org for other payment

arrangements. The display company will need two copies of your book by Oct 4 and you will receive the address to which to send them.

Not an APSS member? To join or to learn more about APSS go to <http://pro.bookapss.org/join-application>

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Spotlight on Book Selling University (All courses available for free at www.booksellinguniversity.com)

APSS members may now view all 50+ courses in Book Selling University at no charge. Go to 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

You may have an idea you would like to implement (like selling to non-bookstore buyers), but are you wondering how good it is? Will it give you the results you want? As you evaluate the idea you critically weigh the evidence. You look for drawbacks and wonder if the timing is right. You run risk analysis and listen to your gut. But nothing happens until you do something to make it work. What is holding you back?



Tips for Marketing Strategy

Bigger is not always better. Your book does not have to be hundreds of pages long for you to cover your topic effectively. Similarly, your literature and press releases should be only long enough to describe the benefits of your content adequately. Form follows function. Your answers to questions during your media performances should be brief and to the point. Your presentations to prospective buyers do not have to be flashy or long – just professional and to the point. Be concise. Make every word count.

Ideas for Successful Planning

Manipulating the four functions of marketing (product development, distribution, pricing and promotion) is like looking into a kaleidoscope. There are a finite number of pieces, but you can create an infinite number of combinations simply by rearranging them. With each turn of the device you reorient the existing material and a new image (action plan) is formed. Manipulate your marketing programs until you feel comfortable with a given plan, and then take action. As you proceed, new information will be added to the mix and you will need to re-evaluate your direction and progress. Each turn of your marketing kaleidoscope will give you additional actions, bringing you closer to your ultimate long-term objectives.



The Very Idea

Exercise your “risk” muscle. Practice doing something different every day. Go to a new restaurant and eat something different or weird. Take one dancing lesson and then a drawing lesson and then a kayaking lesson. Sell your books to non-bookstore buyers in corporations, associations, schools, etc. Do something different every day and make it a habit.

Answers to Your Questions About Non-Bookstore Marketing

"My problem is that I have too many names of people to contact for book sales. How do you suggest I sort them to make the list more manageable?" Anne Murphy

Now you have lists of people who you know have some need and are at different stages of the buying process. Next, go through each of your groupings and rank them in the order in which you will contact them.

A priority. Make a list of your top ten A prospects, those who are most likely to purchase your books, have a short buying



cycle and could possibly order in large quantities.

B priority. Make a list of your top ten B prospects, potential customers who may buy a few books or have less need for – or are unaware of — your title.

C priority. These people may say they have no budget now, but “call me in six months.” Or, they may have recently purchased a quantity of similar books. Remember that C prospects may turn into top-priority people in the future. If they have no need for your title, remove them from your active prospect list. Make a list of your top ten C prospects.

Spend time every day with A and B prospects. Work frequently with the As to close the sale. Explain your topic to the Bs, persuading them to increase their order size or get them to buy more quickly. Revisit your C list periodically to remind them that you will be around when they are ready to buy. Contact them periodically to keep your name before them. Use contact-management software to keep good records of each contact and immediately plan when our next contact will occur.



Leadership and Growth Concepts By Tom Hill

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 1 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 1 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 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.

You're on The Air **Tips for Getting On and Performing on TV and Radio Shows**



What are the major points you must communicate? The number of unique points you can communicate effectively depends upon the length of time you have on the air, making fewer in a three-minute interview than in a half-hour segment. Since you will participate in shows of varying lengths, decide in advance how many points you can communicate reasonably in a variety of different time periods.



Ask the Right Questions and Increase Your Sales, By Brian Jud

Many independent publishers ignore non-trade sales because they do not know where to start selling. Their definition of non-trade marketing is selling books "outside of the bookstore." However, that only suggests where *not* to sell books; it offers no direction, insight, or instruction about where or how to actually do it.

[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

A foreword is an introduction written by another person. It lends credibility to the book. The foreword, usually about 500 to 1,000 words long, could praise your work and the timeliness of the subject. The foreword comes before the preface. The foreword is not mandatory.



Note: —Foreword|| is commonly misspelled as —forward.|| —Foreword|| is

You might consider highlighting —Foreword by Famous Person|| on the front cover and title page. Vint Cerf, a founding father of the Internet, wrote the foreword for my Online Marketing Handbook. Paul and Sarah Edwards, the married couple who have chronicled the work-at-home movement, wrote the foreword for my 101 Businesses You Can Start on the Internet. Putting their names on the book covers added credibility to my books.



correct.

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 and contact Dan at dan@prleads.com or go to <http://geni.us/writeyourbook>

Why Authors Who Want A Publisher Must Treat All Publishing Companies with Caution! By Joan Holman

While attending a party, I was introduced by a friend to a woman named Susan (not her real name). She told Susan that I was the “**Book Marketing Diva**” and an expert publishing consultant and that I might be a good resource for her. This included helping her avoid mistakes, pitfalls and dangers in the publishing industry

[Read More Here](#)

Why Writers Need A Day Of Judgement, By Brian Feinblum

Yom Kippur, the holiest day of the year for Jews around the world is upon us September 27-28. It means Day of Atonement, a day when Jews are supposed to assess their lives, reflect on their deeds of this past year, and to commit to do more good, to do better, and to turn away from the sins that plague all humans. Perhaps there should be such a day for authors, one in which they reconsider the path they have followed, to put their work under a microscope, and to commit to being better writers.



[Read More Here](#)

**The APSS Free Virtual Book Marketing
Conference was a great success!**

More than 300 people registered for the 10 courses conducted by 15 different speakers. Over 800 "seats" were filled and the feedback has been excellent. Everyone (from Australia to England) discovered more ways in which to profitably produce, publish and market their books in ways and places they never thought of. Here are a few of the comments from attendees:

"I've said it a few times in the chat, but I just wanted to say thank you so much for the wonderful conference, Brian. It was very useful and much appreciated." Lynn Robertson Hay

"2 DAYS OF WONDERFUL CONTENT!!!! Thank you so much." Marlene Kopp

"It was fabulous." Pamela Thompson, Coaching for the Creative Life

"Thanks for the series of topics and various topic leaders. ... we found some ideas to improve our book sales." Robert Stone

"Awesome. Thank you for organizing this." Senait Abraha

"I thoroughly enjoyed the sessions you offered on the Virtual Book Selling Conference. Even though I've been in the book business for 16 years, I always learn something new." Jane Wood

"It was excellent! Thanks." Sandi Wright
"Brian, this conference was terrific, and I thank you for the time, effort, and expertise that went into it. You, Guy, and all the presenters delivered the goods. Bravo!" Mary Neighbour

"You all did a wonderful job! Thank you so much. I really appreciate the format as well." Heidi Vertrees

"The seminars have been amazing" Pamela Thompson

"Thanks so much for putting on the conference." Tracy Crump

"Thank you very much for hosting the Conference

last week. It was a lot of good information.” Sharon Aubrey

“A big “thank you” to all the presenters for the conference this weekend. It opened my eyes to sales possibilities I hadn’t yet considered.” Rhonda Lane

“... the webinar was informative. Thank you for sharing your expertise.” Lisa Feeley

“Congratulations, on the conference. it was epic! You did an excellent job! it was great! I wasn’t able to attend all of the sessions, but the ones I attended were awesome. Thank you.” Willa Robinson

“Such a great time at the APSS online conference last week! I'm still buzzing.” L. R. Hay

“The amount of useful information (in the APSS Virtual Book Selling Conference) for pros and novices alike was mindboggling! No matter where one falls in the spectrum, there is much to be able to put into action immediately. The links to the recorded segments affording the ability to go back over the materials at leisure are invaluable!” Eleanor Jones



They Said It: Motivational Quotation

“Our American story, for generations, is of a people who seek to move forward. A people who look at a mountain and worry not about the tough climb ahead, but dream about the view from the summit,” said Bill Owens. We at APSS think it applies to authors, too.

APSS Tip You Can Use Today

Radish is a new app for serialized fiction, designed for the mobile generation. <https://www.radishfiction.com/> “On Radish you can write, share and monetize your bite-sized serial fiction stories, perfectly suited for reading on smartphones. Using a freemium model, writers on Radish can earn an income from their work – creating stories that will go on to become the source of the most popular blockbuster movies, TV drama hits and addictive games.”



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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at **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**

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