

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.

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More Benefits and Savings for APSS Members

(The Association of Publishers for Special Sales - **Join Now**)

Sell your book as a Holiday Gift – in the NEW APSS Bookstore

Now is the time for APSS members to support each other – by buying their books for Holiday gifts. The NEW APSS Bookstore was created to make it easy for you to buy other APSS members' books – and for them to buy yours.

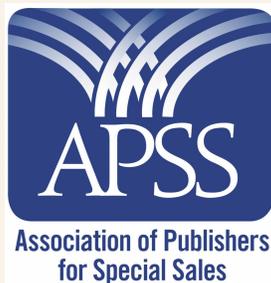
There is presently one book in the store to serve as an example. See it at <http://bookapss.org/books/> To place your book in the APSS bookstore, send a high-resolution cover image, a 50-word (maximum) description including the list



price, the category in which it should be placed, and the link to your Amazon page to Kim@bookapss.org.

Currently there is no charge for placing the first title, but \$5 for each additional title.

Consider this venture as a test market. If the APSS Bookstore works as planned, we'll keep it open all year long and make it available to the public.



Free, APSS Virtual Book-Marketing Events Remaining in October

APSS conducts free consultations every Tuesday (3:30 – 4:30 pm ET) and Friday (Noon – 1:00 pm ET). Brian Jud will answer your questions about non-bookstore marketing, and book marketing in general. Here are the links to two upcoming free consults:

October 27 at 3:30 pm ET: <https://global.gotomeeting.com/join/630849837>

October 30 at Noon ET: <https://global.gotomeeting.com/join/838790413>

October 29, 6:30 pm ET: How to Find and Speak at Virtual Events, by Dannella Burnett owner Encore Elite Events. Enjoy a conversation about the benefits and best practices of finding and preparing for speaking gigs in the virtual world Join us at <https://zoom.us/j/3671572517>

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

Selling books to corporate buyers is like exercising. You may not enjoy it, but it's good for you. Sometimes the time flies and sometimes you have to force yourself to do it. But you must do a little every day.



Tips for Marketing Strategy

Translate your business strategy into a profitable product line. Decide how many titles to publish for which target



Ideas for Successful Planning

As you begin planning for 2021, think of this anonymous quotation, "Do not follow where the path may lead. Go instead where there is no path and leave a trail."

segments, in what form, where to sell them, when to launch, how to promote, and at what price.

Take the path toward special sales.



What if you were on a camping trip and needed a piece of string? You might look around and see only camping paraphernalia and candles, and perhaps give up. But hidden inside each candle is a piece of string. You might not see it if you think of the candle's wick only as a source of light.

The Very Idea

The analogy for book publishers is that they look at their product and see a book. Instead, describe its contents and its uses become more varied and more widely applicable – and perhaps more profitable.

Do this by asking yourself questions that keep breaking it down to its basic elements. If you look at your book as a source of information, who needs it? How could they benefit from it? Who else could use and benefit from it? Where and when do they search for that information? In what form do they want it delivered?

Answers to Your Questions About Non-Bookstore Marketing

"People are tired on networking online (at least I am). When things open up again, I want to network in person. Any tips to help me get ready?" Alan Grasso

Regardless of where or when you network, there are several rules to which you must adhere if you expect to create a list of beneficial contacts:

Be creative. People offer information from their own perspective. Learn to analyze and manipulate their feedback to address your particular circumstances. Frequently ask "What if..." questions.

Be positive. Use networking meetings to discuss opportunities, not problems. Accept help graciously, criticism constructively and rejection in stride.

Be prepared. Before attending a trade show, make a list of the people you want to reach and their exhibit numbers. Arrange appointments beforehand and carry a large supply of business cards.

Be reciprocal. Networking is more effective if it is not one-sided. Willingly share any (non-confidential) information you have that might be helpful to others.

Be resourceful. Look for networking opportunities



everywhere, such as on airplanes, at parties, in elevators or even online.

Be respectful. If you call people, first ask if it is a convenient time for them to talk before beginning.

Be thorough. Keep records of all your contacts in a form that is easy for you to use. This could be on index cards, in a loose-leaf binder or in your contact-management program.



Leadership and Growth Concepts By Tom Hill

If you do not learn You cannot Teach
If you do not Teach You cannot Lead
If you do not Lead You cannot Achieve
Learning Leads to Achieving

--Joe Schumacker

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

Those sharing the panel with you have their own agendas and may try to communicate them at your expense, particularly if your viewpoint is different from theirs. Do not allow yourself to be taken in by someone whose objective is to use you for his or her own purposes. Also, do not repeat an opposing theory, thereby playing into his or her hands. Play off the others' comments, making the transition into your agenda.



Seven Secrets for Successfully Selling Books, By Brian Jud

My article in last month's "Book Marketing Matters" newsletter (*Why It Can Take Months To Sell Books To Non-Retail Buyers*) described how the trek to special-sales success can be long, arduous and frustrating – but profitable. Through it all, a strong and determined attitude can serve as your GPS on your path to success. There are several basic axioms in book marketing in general -- and special sales in particular -- that may have a negative impact on your attitude. If you can know in advance that these are going to occur, the negative impact on your attitude may be reduced.

Excerpt from *Write Your Book in A Flash -- The Paint-By-Numbers System to Write the Book of Your Dreams—Fast!* By Dan Janal



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**The Book Professor Advice:
Don't Be Scared of the
Boogeyman In Your Head**

By Nancy Erickson



Later this week, millions of children will be dressed up in their favorite Halloween costume to go trick-or-treating. And they'll be adorable! But do you know what I haven't seen? The boogeyman. I *know* you remember the boogeyman. The funny thing is, I can't exactly explain who or what he was, but I was terribly afraid of him. I eventually grew out of my boogeyman phobia and sleep quite peacefully at night these days. As the Book Professor, I need my brain to be at full capacity!

But do you know what I still struggle with from time to time? Negative thoughts. To me, that's like having a "boogeyman" in my head. Negative thoughts—if they go unchecked—can invoke fear, anxiety, allow toxic emotions to reign, and prevent me from living my life to its fullest. It wasn't until I learned to change these thoughts that I became free to be the person God created me to be.

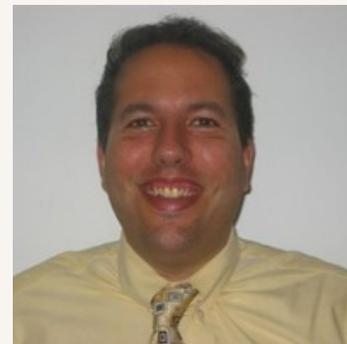
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How Authors Can Really Persuade Customers, By Brian Feinblum

Authors, in order to sell a book, will need to convince others they need or want what they are offering. Pretty simple when you think about it. So why is it so hard?

As you can see from Weltman's quote, the former co-producer of *Mad Men* tells us that an advertisement, must answer four fundamental questions. This is true, whether you are selling airplane tickets, a toy, a snack, or a dress. Or a book.

[Read More Here](#)



You Said It: Members Comments on APSS Benefits

“I learned so much from your (APSS) talk and the presentations of other speakers. It gave me some new ideas for my books and for his site. I enjoyed the great group of people and their ideas.”

Marlene Zefferys

you
said it



They Said It: Motivational Quotation

“All our dreams can come true, if we have the courage to pursue them.”

Walt Disney

APSS Tip You Can Use Today

Tynea Lewis and Gary Cassel started LitPick, a company of kids reviewing books for free to get kids to read more. According to their website, “We are dedicated to promoting reading and writing among preteens, teens, and young adults through mentoring with student books reviews.” Each book and review is looked over by an adult to ensure quality. It's offered free to authors and it gets kids to read and write more in a real-world setting. Here is the link to submit a book:

<https://litpick.com/page/litpick-book-review-request-form>



For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

To subscribe to *Book Marketing Matters* email Kim@bookmarketing.com

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.

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