

# 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.

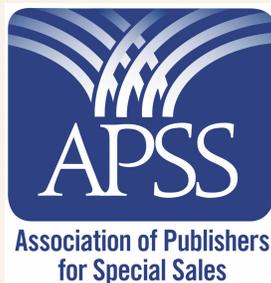
There are many books in the store now. See them at <http://bookapss.org/books/> To place your book in the APSS bookstore, send a high-resolution cover image, a 50-word (maximum) description including the



list price, the category in which it should be placed, and the link to your Amazon page to [Kim@bookapss.org](mailto: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 in November

**TONIGHT! November 9: (6:30 – 7:30 pm, ET):** Building a Book from Scratch, by William Shoemaker. He will talk about the skillful use of questions to build chapters and hold a reader's interest. Bill has written 100 scientific articles and book chapters; his new book is currently with a publisher. Join us on Zoom: <https://zoom.us/j/3671572517>

**November 16 (6:30 - 7:30 pm ET):** Join us on Zoom: <https://zoom.us/j/3671572517> to hear Author/ Editor: Elizabeth Saede talk about *Fail Your Way to Success: The Power of Saying "Yes"* Elizabeth is the author of *Lobster Summer*, Content Coordinator for "Mystic Neighbors" magazine, a print and digital freelance writer, and Marketing Manager for best-selling children's author Tish Rabe. Five years ago, she was doing none of these things but is steadily progressing toward full-time writing income while enjoying life in Stonington, CT.

She will share simple tips to:

- Write a good media advisory (press release)
- Attract opportunities to write articles
- Secure TV and radio interviews
- Identify and secure free and paid speaking opportunities
- Leverage free book publicity
- Swap writing services for fun opportunities
- Maintain an effective social media presence
- Attract work as a virtual assistant or ghost writer
- Identify free, helpful tech support and training

**November 21 (10:30 am – 11:30 am ET):** Robert Mandel at Mandel Vilar Press. Robert will talk about “How to Connect and Work with a Publisher for Maximum Success” including these topics: how do you find the right publisher, what are the things writers tell editors in their cover letter that immediately turns them off, what can you say to make an editor interested in you as a writer, what should an initial book proposal contain and what you can learn from rejections. Join us on Zoom: <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](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**

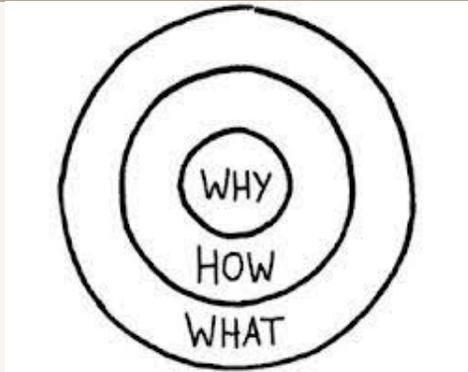


### **Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn**

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When selling books to corporate buyers, do not just get feedback from them about current pain points and how your solution/content can address immediate needs (although that is important information). Try to get a sense of where their business is moving so you can develop a point of view about how they and their competition may look one or two years from now. That crucial

information can help you form and direct your presentation and negotiation strategy.



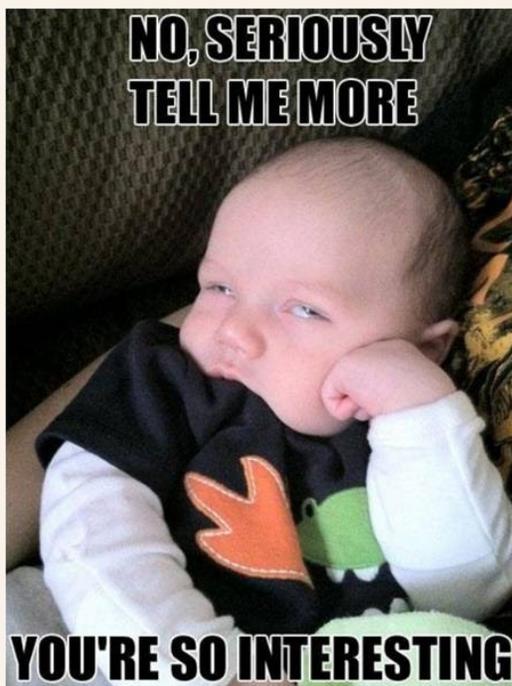
### Tips for Marketing Strategy

Before asking about "how" you are going to do something, ask "why." Why did you write your book? Why will a prospective reader or buyer purchase it? Why will they want your content instead of competitors? Why sell through bookstores where all your competition is located? Book marketers always have tough days ahead, even after they have "made it." It's useful to do some inquisitive thinking and reflection on why you want to do this. Then the "how" becomes more obvious, strategic and perhaps successful.



### Ideas for Successful Planning

Are you ready to publish your content? Don't think in terms of launching a book, but as creating a start-up company with long-term aspirations. Successful start-ups come from the vision of the founders and their insatiable drive to build something they want to see in the world. The path to get there is in delighting your customers. Focusing on just selling books results in rudderless indecision and false starts on dead-end paths.



### The Very Idea

Be "positively negative." When most people see a new idea they feel uncomfortable and have a natural, negative bias. Instead, think of the acronym PIN when you have a new idea. First make a Positive comment, then something Interesting, and if necessary make a Negative observation. And when making that observation, be "positively negative" by offering a twist that could make the idea potentially successful. An idea is like a round peg that won't fit into a square hole. It needs some re-shaping. What is positive about your latest "round" idea?

## Answers to Your Questions About Non-Bookstore Marketing

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**"When I call potential buyers in most cases I get voicemail. What suggestions do you have then?" Ed Arno**

Once you are well prepared, it's time to call potential buyers and schedule appointments to discuss your proposal. When you call someone, one of two things will occur. The person will answer the phone or you will be transferred to voicemail.

In either case you must quickly get the person's attention and give a reason why he or she should listen to what you have to say, or call you back. If a human answers, lead with your benefit statement and then ask if the person has time now to learn more. If you are transferred into voice mail, you must leave a concise, provocative, benefit-laden message giving the person a reason to call you back. A sample sequence is:

- Name and intro
- Benefit Statement
- Request for a return call
- Contact information
- A good time to call you
- Thank you, close



## Leadership and Growth Concepts By Tom Hill

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You probably already know that becoming a great leader is not going to be a smooth ride (growth is not easy), so we want you to be prepared for the inevitable roadblocks. If you are prepared, you can recover from anything. Let's start with a basic understanding of the various characteristics you need to prepare.

- **Personal Assessment:** This is where you will start. Who are YOU? What strengths do you have? What are your gifts? How can you compensate for your weaknesses (yes we all have weaknesses)?
- **Inspiration/Purpose/Mission:** Where do you get that fire in the belly from? What motivates you? What is your "why"? What are you willing to endure to achieve your goal?
- **Plateau:** Do you set proper goals? How do you

track them? Where do you go (mentally or physically) when "it's not working"? What is discipline and how do you stay on course to reach your goals?

- **Roadblocks:** How do you leverage your network? Gain access to our network? Where do you go to find solutions? Roadblocks are inevitable and can be overcome with proper thinking and planning.
- **Emotional Dip:** I quit! I can't do this! Why is this taking so long? Emotional Intelligence is critical to have in your arsenal; this is where most people break down.
- **Breakthrough:** Our primary motivation is achieving your "Break Through" moment. There is nothing more gratifying than seeing your hard work pay off.

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

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**Remote Broadcasts.** In some cases your performance will be live, but from a location outside the studio. The television interviewer may be the anchorperson of the news show, on camera in the studio. In this case, you will have a microphone placed in your ear so you can hear the questions. Make sure it is comfortable and secure. Your segment will be cut short if you have to hold your finger on the microphone to keep it in place or if the connection is poor. Look straight into the camera facing you, not at your image on the monitor. Answer the questions as you would if you were on the set with the interviewer.

### **The Advantages of Advertising in Print Media, By Brian Jud**

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One of the basic axioms of book marketing is that it takes multiple impressions on target buyers to induce them to make a purchase. The more varied these touchpoints the greater the impression and motivation to favorable action.

Successful book publishers market their books



using an assorted mix of promotional media. The four parts to an assorted communication mix are publicity, advertising, sales promotion and personal selling (on and offline). The weight of any one element depends upon the content, nature of your product lines, the author's involvement in marketing, and the target buyers. As a general statement, publishers focus on publicity and avoid advertising -- print advertising in particular. They feel that if they do any advertising it will be in digital format thinking print communication "is a thing of the past." Not so.

[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 checklist is a list of items you want readers to perform or a reminder of tasks to do. The boxes on a checklist add another interesting visual element. Readers get a sense of accomplishment when they mark off each completed item. You also can use checklists to promote your book in the form of handouts, bookmarks, and lead magnets.

Here's a checklist to write your book. I use this as a free offer, or a lead magnet, to get prospects to join my sales pipeline, so they can learn about this book and my services for book coaching, developmental editing, and ghostwriting. You can use an open circle or a blank box in front of each item, so people can check off their accomplishments.

Checklist for Write Your Book in a Flash

- Write executive summary
- Write back-cover copy
- Write Fool-Proof Positioning Statement
- Create title with a strong promise
- Write table of contents chapter themes
- Outline each chapter with DESCRIBERS
- Research
- Write and edit the first draft



Ask yourself:

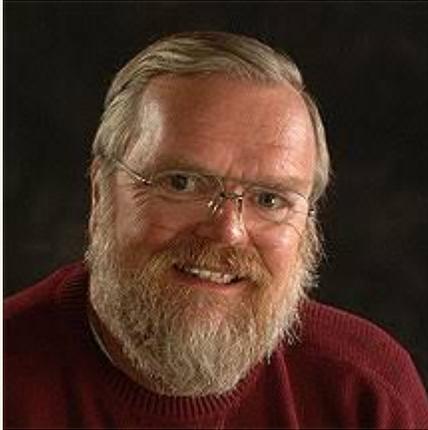
- Is it presented in order?
- Have you covered the important highlights?
- Did you cover each topic in enough depth?
- Did you include too much information that might bore readers?

You can download and print a copy of this checklist at

<http://www.WriteYourBookInAFlash.com/worksheets/>

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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>

- Get feedback from peers and beta readers
- Revise
- Send the first draft to editor
- Publish the book
- Market the book



## **Book-Marketing Tip**

**By Roger C. Parker**

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Consider e-mail interviews when interviewing guest experts in your field. Live, recorded, interviews with guest experts are the best ways to research your topic, gain new content for your website or back-end products. They often open-up long-term relationships with your guests.

But, it's always great to have a fallback position in case your guest isn't comfortable with the live, teleseminar format, or simply doesn't have the time to commit to a specific time. When this happens, suggest an e-mail interview as an alternative. Submit your questions as an e-mail that your guest can simply respond to.

You can also submit your questions in a Microsoft Word document, sent to your guest as an e-mail attachment. This permits them to respond to your answers in greater detail, and respond to your questions over a period of time. Live teleseminar interviews are ideal, but e-mail interviews can offer a great alternative. Plus, you don't need to have them transcribed!

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his [www.publishedandprofitable.com](http://www.publishedandprofitable.com))

## **How Authors Should Live By The 10X Rule!**

**By Brian Feinblum**

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Are authors failing to achieve their goals, realize their dreams, and become successful simply because

they fail to reach beyond the realm of what most people will try to do?

According to author Grant Cardone, famous for best-selling *The 10X Rule*, people would be far more successful if they supersized what they did – radically increasing their number of generated emails, ideas, connections, and activities – so that they can break through whatever seems to hold others back.



[Read More Here](#)

## **You Said It: Members Comments on APSS Benefits**

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

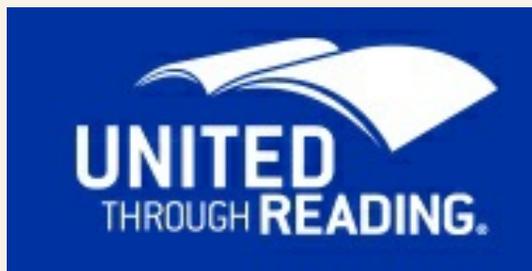


## **They Said It: Motivational Quotation**

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“When I was six-years old, my grandfather told me, ‘Whatever you do in life, make sure you’re singing when you go over the mountain to work in the morning.’ I still do.”

James Patterson



## **APSS Tip You Can Use Today**

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The Readers Digest Foundation, via its R.E.A.D. Together campaign has joined forces with United Through Reading to promote the benefits of parent involvement in childhood literacy. Now operating out of more than 200 command posts and USOs around the world, UTR has worked with early two million men, woman and children. To learn how they could use your books go to

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visiting the *Special-Sales Tip of the Week* at [www.bookmarketing.com](http://www.bookmarketing.com)

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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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