

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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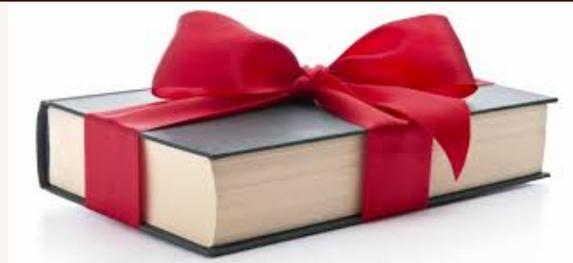
More Benefits and Savings for APSS Members

(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 over 40 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.

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.

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 have an almost entirely new skeleton every ten years (*Reader's Digest*). According to the article, "Old bone cells are constantly being replaced by new ones, a process called 'remodeling'. This helps repair damage to the skeleton and prevents accumulation of too much old bone, which can become brittle and break more easily." We should apply this process to our businesses and 'remodel our business model' to prevent the accumulation of rigid thinking. Your business bones may become too brittle and break if you think only in terms of selling books through bookstores. The prescription may be to remodel and sell to (corporations, associations, schools) and through (supermarkets, airport stores, gift shops) non-bookstore buyers.



Tips for Marketing Strategy

Should you sell through Amazon or directly to buyers? *The Harvard Business Review* (March-April 2019, P 140) has some interesting perspectives. The article is about a big-ticket item, but there are some points that pertain to books. For example, "Whatever your product is, there's always a cheaper version (on Amazon), and usually that's the one people buy." It goes on to say, "Before thinking about selling on Amazon ... build a brand customers recognize ... or you get lost in a sea of similar products on the site." In addition, "customers are loyal to Amazon, not necessarily the brands they are buying." When you sell your books to corporate buyers, the focus is on your



Ideas for Successful Planning

Cash flow is vital to the success of a business. There are 3 Vs to identify that can improve it. The first is **volume**. Seek large, recurring, non-returnable book orders by selling to buyers in corporations, associations, etc. Second is **velocity**. Those large orders can take a year or more to finalize, so go after the singles, doubles and triples (small orders, non-bookstore retailers) while working on the home runs. Third is **variety**. Have multiple sources of revenue yielding cash flow regularly. These could be speaking, consulting, writing for periodicals, conducting seminars, etc.

book only, the relationship is with you (not a platform), buyers are more interested in content than brand, you can sell in large, non-returnable quantities and get recurring revenue from additional orders.



The Very Idea

Sometimes we think so much about selling our books and building our business that we forget about the really important things. Here are ten things to be thankful for this Thanksgiving:

1. You have a roof over your head
2. You ate today
3. You have a bed to sleep in
4. You have clean clothes to wear
5. You have a good heart and wish good for others
6. You have clean water
7. Someone cares for you
8. You care for others
9. You have a dream
10. You are breathing!

Be thankful for the things that you take for granted, for they are the most important

Answers to Your Questions About Non-Bookstore Marketing

"How do I learn about prospects' businesses before I call on them?" Steve Michaels



One problem common to most businesses is how to increase their sales and profits. A creative tie-in between your title and their product may be the solution. A company that makes cribs may use your children's bedtime story book as a premium. Or perhaps the character in your book could be licensed for use on a company's line of children's sleepwear. Your travel book might help a luggage company sell more suitcases. Look for tie-ins that may not seem logical at first. For instance a bank may be interested in your title on home décor to

Leadership and Growth Concepts By Tom Hill



It has been said that humans have six basic needs that must be met in order to live out a passionate and engaged life. The six human needs that are mentioned are certainty, uncertainty or variety, love or connection, significance and contribution. They also say that when you are engaged in an activity or relationship that serves at least three out of the six needs, then what you do will often be something of an addiction.

When it comes to designing an exceptional professional life, I want you to keep the six human needs in mind. Your profession is an activity that consumes a large part of your waking hours, which makes up a great deal of the most precious and productive years of our lives. Our goal, then, is to make sure that what we do is worth giving up a large segment of our life for. We want to make sure that we don't fall into that trap of giving up our passion for a pension and security. Life is much too short to waste even one day.

What can we do?

As most of us busy, goal-oriented, over-achievers know, we are always too busy creating, dreaming, and working on our business to stop and get off the grid for 3 days, or so we tell ourselves. Ironically, it was only until and because of Covid that I was forced to put a halt on all activities. It was during this downtime that I realized how uber-valuable and essential this process is to allowing one to break away in order to hit the bullseye.

Designing an exceptional professional life demands that you move away from working in your business and move toward working on your business. Here are some things you want to focus on:

Is what you are doing worthy of your time and energy?

Is what you are doing meeting at least three of your six human needs?

Is what you are doing adding value to your intended audience?

What does your profession look like when you think about the next 18 months from now and 3 years from now?

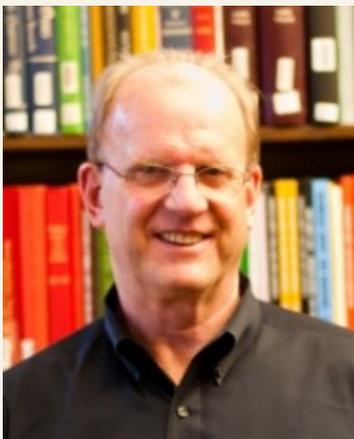
These are just a few of the major questions we need to ask ourselves in order to design an exceptional business and life. Doing this process will allow you to align with who you and with the legacy you want to leave behind.

The discussion between you and the interviewer should not come across as an interrogation. It should be a conversation between an inquisitive host seeking helpful information and a knowledgeable person giving it.



Your objective should be to romance your audience, not to sell to it. Let your passion demonstrate what your book can do, not what your book is. You are not selling books, but dreams and solutions to problems. Prove to the audience that you can help them change their lives in some positive way. Use examples and personal stories to show how your book will make them happier, more fulfilled and/or successful. Sell the fire in your gut, the belief in your topic that caused you to write your book in the first place.

You can accomplish this to the extent you manipulate the content and delivery of your communication. The content of your message is comprised of the words you choose, and is the subject of the next two chapters. Your delivery is based upon the way you vary your voice and use your body language to project and create the desired image.



Planning During Uncertain Times,

By Brian Jud

At the beginning of 2020 we all set aggressive goals based upon an optimistic view of the coming year. That changed abruptly with the advent of Coronavirus in the first quarter, with the subsequent quarantines and closed businesses. While this year has been a difficult one for making sales, we learned some valuable lessons for succeeding under dire circumstances. The key to survive in the future is to apply those lessons to make your business profitable over the long term.

[**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**

The most important part of the first draft is getting it done. It doesn't have to be perfect. It doesn't have to look pretty. It doesn't even need to have all your facts and stories. It just has to get done. Completing a first draft is a major accomplishment. You should be proud when you see it rolling off your printer. Put it aside for three days, and then reread it with a fresh view.



If you're like me, you'll be surprised to see what you forgot to include. Chapters that seemed to flow when you first wrote them may need to be reorganized. Don't get discouraged.

The great thing about seeing holes is you will see where to fill them. This is all part of the writing process.

Anne Lamott, in her classic book about writing, *Bird by Bird*, said all first drafts are —shitty first drafts.¶ I agree. Once you have a first draft, you can clean it and polish it. But without that first step, nothing happens.

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>



Marketing Tip from Jeniffer Thompson

Tracking Traffic to Your Web Site. Think of your web site as your dynamic sales team working overtime to sell your book, share your message, and build your audience. Isn't it time you keep track of your online sales force? In order to gauge the effectiveness of your site's message, you will need to track your traffic and see how many of your visitor's are converting into revenue. A great tool for this purpose is Google Analytics; it's free and easy to use. Once you understand the surfing habits of your visitors, you will be better equipped to fine tune your sales funnel and convert traffic into revenue.

Jeniffer Thompson's design company,

Will Authors Take A Book Marketing Vaccine?

By [Brian Feinblum](#)



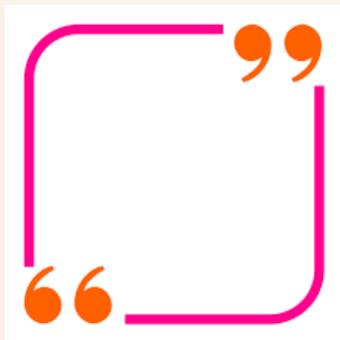
America heard great news this week as pharma giant Pfizer announced it will soon apply for FDA approval for a breakthrough vaccine to battle a plague that has claimed the lives of a quarter-million people, infected at least ten million, and uprooted the economy and our way of life. But what we really need is a vaccine for authors to battle their fear, laziness, and lack of knowledge when it comes to marketing their books.

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You Said It: Members Comments on APSS Benefits

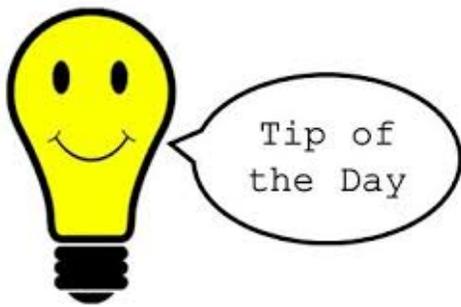


“The amount of useful information (in the APSS Virtual Book Selling Conference) for pros and novices alike was mindboggling! No matter where one falls in the spectrum, there is much to be able to put into action immediately. The links to the recorded segments affording the ability to go back over the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



They Said It: Motivational Quotation

“I never learn anything talking. I only learn things when I ask questions.”
Lou Holtz



APSS Tip You Can Use Today

QueryManager (<https://querymanager.com/>) offers an easy-to-use custom form where authors will input their queries. The query data is input directly into a database, which means agents can sort, filter, manage, and reply to your queries faster and easier.

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.

Discover more at www.bookapss.org

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