

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



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 APSS Bookstore was created to make it easy for you to buy other APSS members' books – and for them to buy yours. See all the books available 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 (or website) to Kim@bookapss.org. Currently there is no charge for placing the first title, but \$5 for each additional title.



You made it through 2020 -- celebrate that every year with the **2020 face-mask Christmas tree decoration**. This 2.5" x 1" decoration is \$15 including

shipping. It will be shipped on the same day you place your order with brianjud@bookapss.org. Payment may be made at Paypal account brianjud@bookapss.org, too

Spotlight on Book Selling University

(All courses available for free at www.booksellinguniversity.com)

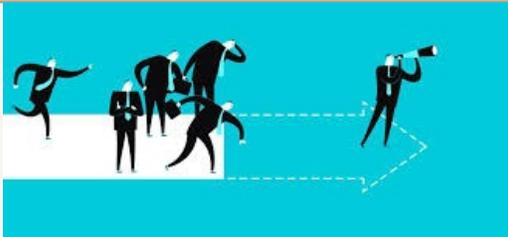
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News You Can Use -- To Sell More Books in



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

Use referrals as a sales strategy. When you ask one of your corporate customers for a referral you could say, “Do you know of anyone else who could use my services?” You might get the names of two or three people who may or may not have any interest in your content. They are suspects, not necessarily prospects. Instead, ask, “If you hear of anyone that I might be able to help, would you let me know?” And then stay in touch periodically by sending your customers articles of interest, pertinent books, promotional items – things that will keep you on their minds and at the top of their list of referrals.



Tips for Marketing Strategy

Some marketing functions are explicit. People can see that your book is larger or smaller than competitors and they can compare prices. But creating a leadership image is an intangible marketing process. It is something people think when they hear your name: “He/She is the - expert in....” This image is created through consistent, concise and persistent communication with a target segment.



Ideas for Successful Planning

As you begin working on your 2021 marketing plan, try writing your goals differently to find new ways to reach them. A goal to “Sell X0,000 books by December 31, 2021” places your focus on selling books. If you say “Reach net revenue of \$X00,000” you expand your focus to profitably selling your content through books, booklets or other formats – and in new places such as buyers in corporations and associations. And you could increase revenue through corporate sales, consulting and/or speaking.



The Very Idea

There are two places in which you can sell books – in bookstores or outside of bookstores. That is an obvious statement, but sometimes publishers overlook apparent opportunities because they are blinded by tradition when it comes to selling their books. The bookstore market is a known commodity, but there are less-familiar places in which you can sell your books sometimes right before your eyes.

Book-selling opportunities are all around you, but you may not recognize them because they do not have canyons of bookshelves. They are disguised to look like discount stores, catalogs, warehouse clubs, associations, gift shops, retail stores, corporations, foundations, schools, associations, government agencies, supermarkets, book clubs, military bases, and pharmacies. The sales you are looking for may be closer than you think.

1.

Answers to Your Questions About Non-Bookstore Marketing

"Do I have to sell to individuals, or are there firms that can help me reach buyers " Edwin Marcus

Selling to businesses begins with two steps. First, identify the ultimate target audience for your book. Second, identify what are called “aggregators,” organizations that already reach large numbers of those people. These companies have an ongoing relationship with your ultimate targets and they have developed a certain level of trust and credibility with them.

AARP is an example. This association has millions of people interested in managing their finances in retirement. If you have a book on that topic, AARP is the perfect aggregator. It may even put references in the book to other financial offerings. In this way you are not selling books, but *creating a marketing system*.



Leadership and Growth Concepts

By Tom Hill



Beware the Good Opinions of Other People

There will always be people who have opinions about you. These could be good opinions, and some people may really like you. This can make you feel happy.

There may be people who have bad opinions, and they may dislike you, treat you poorly and try to bring you down. This can make you sad.

There will always be people who think they know best and know what you should be doing, or shouldn't be doing, especially when it comes to following your dreams. The key here is to not allow the good and bad opinions of others to influence the choices you make about your life and your path. You were created to soar-to live life fully and vibrantly.

You were born for success-your own version of success, not the path that others may choose for you or encourage you to follow.

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

Within a week of your performance, call the producer to confirm the time you should arrive and to get detailed directions to the studio. If you are scheduled to be on an early-morning show in a distant city, consider arriving there the night before rather than the morning of your segment. Always allow time for unexpected events. Traffic can be heavy, and accidents do occur, or you may be delayed by the need for a security pass to enter the studio. Plan to arrive at the studio at least 20 - 30 minutes before your airtime.



The Measure of Marketing

By Brian Jud

The question most publishers periodically ask themselves at this time of year is, "Did I achieve the goals that I set?" The numbers are easy to measure and compare -- you either reached your sales objectives or you did not.



Due to this perceived simplicity, publishers stop there and recalculate their objectives for next year. The problem with this process is it measures something you cannot control -- sales and revenue. If you could control them, then reaching goals would be a given. But you can only influence the attainment of those metrics by the actions you take.

[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

Creating the Back Matter: The material appears at the end of the book.

About the Author

You can write about your favorite subject—you! One or two pages is enough, even for a big business card book. In today's ultramarketing-centric world, you want to strategize what to write so readers want to take the next steps to work with you.

If your goal is to offer additional services to readers, include your business email address and website.

Consider adding your phone number if you want to talk to readers. Use a post office box instead of your home address to protect your privacy. If you have a publisher, don't use their address. They probably won't forward material to you reliably. You never know if they'll still be in business many years from now.

Bibliography

A bibliography list of sources for your book. You can include books, articles and links to online interviews, podcasts, websites, and resources. The Chicago Manual of Style explains the correct style. Index

An index is an alphabetical list of names



One Last Thing...

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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

and subjects in the book. An index is a useful tool to help readers find information quickly. Many books today do not have indexes.

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Marketing Tip from Pam Lontos

One Way to Build Interest is to Speak About Your Book

Whether you get paid \$5,000 for a talk or do it for free, you can sell tons of books whenever you give a talk - in person or virtually. After you speak on your topic, the audience wants something more to take home with them so they will buy your book immediately and want you to autograph it for them.

Sell books immediately after your talk! Don't wait until the lunch break or between programs. People are in too much of a hurry to get somewhere else and will cool down quickly. Here are some places to consider speaking and selling books:

- Libraries
- Junior Colleges
- Chamber of Commerce
- Association Meetings
- Company meetings
- Church Groups
- Local Associations (Elks, Lions, Rotary, Kiwanis, etc.)

When you speak to groups about your book, have a hand-out.

Don't make your hand-out an ad. Put in interesting facts about your topic that benefit those in your audience. Don't make it a fill-in-the-blanks format. Make it something the audience would want to keep because it's valuable or interesting or fun. It could be "10 Tips on Buying a House" or "Foods Highest in Antioxidants." This way, they will take it home and want to buy your book for even more information. Often people see or hear of your book but then forget the title before they have a chance to buy it. With a hand-out, they have the name of your book with them.

Pam Lontos is Author of "I See Your Name Everywhere" and recipient of the IRWIN Award for "Publicist of the Year" and President of Pam Lontos Consulting; Pam@PamLontos.com; www.PamLontos.com.

33 Ways Authors Tie Their Story Into The News By Brian Feinblum

There are dozens of ways to pitch your book to the news media and in social media. Certainly, you want to highlight the merits of your book and let the

contents sell itself. You can also link a story idea to your background experiences or credentials, if they are relevant, timely, or interesting. You should explore these 33 tie-ins as well.

[Read More Here](#)



You Said It: Members Comments on APSS Benefits

"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

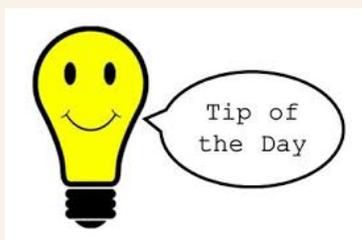
(**Save The Dates:** On January 28 - 29 APSS will conduct our second free, virtual Book Selling Conference. Plan to be there!)

**you
said it**



They Said It: Motivational Quotation

"Take a coin from your purse & invest in your mind, it will overflow your purse over & over."
Ben Franklin



APSS Tip You Can Use Today

New York Public Library created the Open eBooks app containing thousands of popular and award-winning titles that are free for children from in-need households. This app enables children to read eBooks on a wide variety of devices, including tablets donated as part of the ConnectED initiative and on smartphones increasingly used by Americans at all income levels. Learn

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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.

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