

# 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**)

**Last minute gift idea! Sell your book as a Holiday Gift – and buy other members' books -- in the NEW APSS Bookstore**

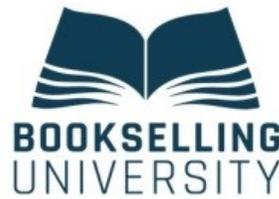


Sell your book as a Holiday Gift – in the NEW APSS

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](mailto:Kim@bookapss.org). Currently there is no charge for placing the first title, but \$5 for each additional title.



**Selling Books in a COVID World**

Discover how to sell to non-bookstore buyers you never thought of for profits you never dreamed of even in uncertain times.

**The APSS Free, Virtual Book Selling University  
January 28-29, 2021**

The APSS 2020 Book Selling U was such a huge success we thought we would do it again. And yes, this two-day virtual conference is again presented to you at no charge. You will discover how to sell your books in more ways than you ever imagined and to people you never knew existed— in large, non-returnable quantities.

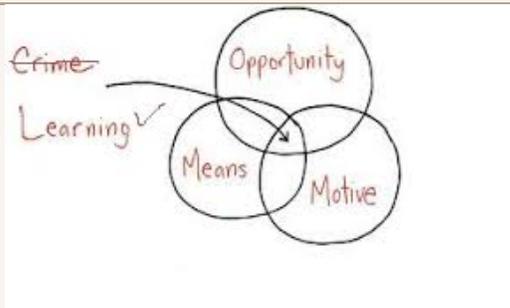
**[Find more info here](#)**

**News You Can Use -- To Sell More Books in Large, Non-Returnable Quantities**

**[Ideas for Selling to Non-Bookstore](#)**



If your goal is to sell 1,000,000 books there are two ways to do it. One is through bookstores, where you will have to find about 80,000 new buyers per month. And your initial out-of-pocket investment to print a one-month supply could be \$80,000. On the other hand, you could find 100 buyers (about 8 per month) to each buy 10,000 books, or 10 buyers in a year to each buy 100,000 books. And you do not have to print any books until you get paid to print them.



### Tips for Marketing Strategy

When police begin an investigation to solve a crime, they think about all the possible suspects who might have committed the felony. They narrow down the list by eliminating those without a motive or the opportunity and means to carry out the misdeed (the MOM technique). Their final list comprises the “persons of interest” upon whom the investigation focuses. Your qualified potential buyers are your persons of interest.

If your potential buyer is at a retail establishment you actually have two people to consider. The first is your customer, the person who purchases your books from you. The other is the customer of your customer, and these can vary widely within a target segment. For example, the customer at a Hallmark store is different from a person who patronizes a Spencer Gifts store. A museum gift shop will carry different products than will a hospital gift shop. Buyers at these



### Ideas for Successful Planning

A marketing plan is simply a written record of your answers to the questions: who is your target, what do they want to buy, where are they concentrated, when is the best time to reach them, why and at what price will they buy, and how can I best reach them with my promotion? The value of planning resides in the insight you get from creating the strategy and the results that occur from implementing your actions.

Writing your plans serves to focus your attention on your intended actions, stimulating new ideas as you write. Your purpose fuels your passion. Your plan translates and directs your passion into productive action

places will seek different items to sell to different customers for different reasons.



## The Very Idea

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." Make a trail toward non-bookstore (special-sales) marketing and sell more books in large, non-returnable quantities next year. APSS can help you do it ([www.bookapss.org](http://www.bookapss.org))

## Answers to Your Questions About Non-Bookstore Marketing

**"I've heard you talk about selling a book as a self-liquidator. What is that?" Charlie Anderson**

When a book is sold as a promotional item at a price low enough to entice buyers, but high enough to cover its cost, it is being used as a self-liquidator.

For example, you may have a coffee-table book priced too high for a company to buy and give away. But if they could sell your book at a price that would cover their cost -- yet well below the cover price -- so consumers to see what a bargain they were getting, they may use your book as a promotional item.

Non-bookstore retailers could use this tactic to lure shoppers to buy more at their stores. Customers may purchase a book at a discounted price with a minimum purchase of the store's products. Other industries may find this a valid promotional tool, too.





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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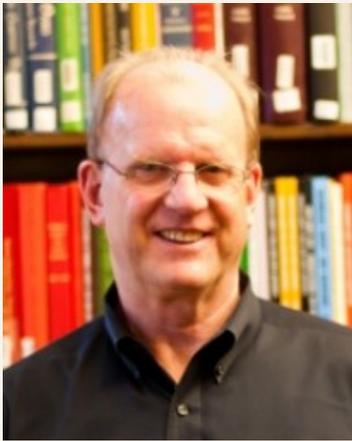
Guests can diminish their credibility before a mature audience by using expressions that are "cool" in everyday speech, but rarely used in the business world. They also detract from communication effectiveness because the audience is focused on the idiom, not the essence of the message. Hence, the words "like" and "awesome" suggest you may not be the authority you say you are.

There is an element of presumed credibility in the fact that you are brought into the viewers' homes by



a trusted friend: the host of the show. If the host treats you with respect, it creates an inherent, implied endorsement of your credibility. Build upon this by becoming part of the show as a co-host or one friend talking to another.

Respect the host in return. Do not try to make him or her look bad by saying (or insinuating) something negative such as, “You mean you don’t know about that?” Instead, help your host out of a potentially embarrassing situation. Your hosts know the television business but may not know your subject as well as you do. Even if they do, they may ask very basic questions for the benefit of the audience.



## **Don't Just Do Something, Stand There**

**By Brian Jud**

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Your 2021 marketing plan should be a document that outlines the ways in which your marketing activities may be implemented to reach your company’s goals next year. According to traditional practice, a plan is divided into two sections. The first is the Strategic Plan that outlines your general marketing strategies, and the second part is the Tactical Plan listing more specific actions. Most people cannot wait to start selling their books, so they skip Part One.

[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**

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## **Drawing on Research: Filling in the Blanks**

If you’re like most people, your outline has gaps. That’s okay. You don’t need to have all the facts in your head; however, you do need to know how to find information.



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Dan Janal, author of *Write Your Book in a*

When I was a student at Northwestern, a professor told me the purpose of the university was not to show you what to think but rather how to find information so you can think. Consider yourself a detective who hunts for missing facts.

[Read More Here](#)

*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>



## Marketing Tip from Pam Lontos

**Use the word “you” when you are selling your book.**

People like to think you are talking just to them so use the words “you” and “your” often. The word “you” is the second most important word (after their name). This gets their attention.

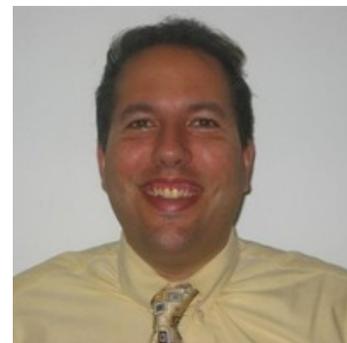
**Wrong:** “My book is on team building and its effect on corporate productivity. It has step-by-step strategies for improving the functionality of a team.”

**Correct:** “When you read my book on team building, you will see how it will boost your company’s productivity. As you follow the step-by-step strategies, you’ll see how much better your teams function.”

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](mailto:Pam@PamLontos.com); [www.PamLontos.com](http://www.PamLontos.com).

## How Authors Can Start 2021 Off Right! By Brian Feinblum

Every year we reach this date and we reflect back on our past year’s accomplishments and failures. Whether for our personal or professional life, we welcome a chance for renewal and renewed commitment. We re-evaluate our goals and set new ones, while taking an honest assessment of how our efforts stacked up against the desired result we



sought to achieve.

We turn from a very challenging 2020, where the pandemic and election challenged our physical, mental, financial, and political health, and gaze our eyes toward a better, brighter, and more rewarding 2021.

So how can you make next year better than this year, maybe even your best year ever?

[Read More Here](#)

## [You Said It: Members Comments on APSS Benefits](#)

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"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



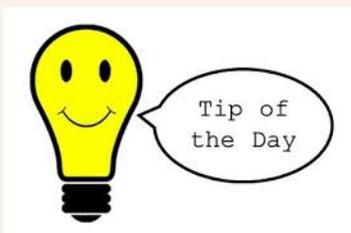
## [They Said It: Motivational Quotation](#)

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“When you’ve got 10,000 people trying to do the same thing, why would you want to be number 10,001?”

Mark Cuban.

(Sell to non-bookstore buyers and you can be Number One.)



## [APSS Tip You Can Use Today](#)

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Catalogs pride themselves on a “high fill rate.” This means they fill and ship orders quickly. Maintaining this reputation requires a sense of partnership with their suppliers (publishers). You have to meet your deadlines with a quality product. On the other hand, they purchase books

for inventory, not to orders, so you can ship in fewer, larger quantities. They rarely require an exclusive and most pay in 30 days. Sales are generally non-returnable and the catalog company usually pays for shipping. Find The National Directory of Catalogs at <http://www.nmoa.org/catalog/mailorderdir.htm>

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

To subscribe to *Book Marketing Matters* email [Kim@bookmarketing.com](mailto:Kim@bookmarketing.com)

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at [www.bookmarketing.com](http://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](http://www.bookapss.org)

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Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"