

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**)

The APSS Bookstore Will Remain Open



Sell your book this year in the 2021 APSS Bookstore. APSS

members can support each other – by buying each other's books. Now, anyone can buy your books. 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.



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](#)



Three strategies for growing markets over the long-term. 1) Distribution extension. Instead of distributing your books only to bookstores, expand your distribution to other retail outlets such as airport stores, supermarkets and specialty retailers. 2) New channel creation. If you do not have trade distribution or if your distributor does not reach non-traditional markets, your objective becomes building parallel distribution and sales channels to penetrate new segments (libraries, gift shops, book clubs, catalogs, display-marketing companies or home-shopping networks). 3) New business-model development. Seek sales to non-retail buyers such as those in corporations, associations and government agencies.



Tips for Marketing Strategy

If your 2021 New Year's resolution was to "lose weight," you already reached it if you lost even one pound. If your goal is to sell more books than last year, one more book sold will accomplish that. In both cases, your intention was probably to do more. These resolutions demonstrate the importance of writing specific, measurable goals. How much weight do you intend to lose? How many books do you intend to sell this year? Be more precise, and you are likely to do what you really want to achieve. Make SMART resolutions:

- Strategic
- Measurable (specific, time-oriented)
- Attainable
- Relevant
- Targeted to each segment



Ideas for Successful Planning

An old adage tells us that a journey of a thousand miles begins with one step. But what if that step were in the wrong direction? The traveler would waste unnecessary time, energy and money going the wrong way. If you took a wrong step in 2020, plan your book-marketing actions for 2021 to get back on the right path, going in the right direction. As C. S. Lewis said, "You can't go back and change the beginning, but you can start where you are and change the ending."



The Very Idea

Before entering the publishing industry I (Brian Jud) spent 20 years in corporate America, the last few years as VP of Sales & Marketing for a Fortune 250 company. During that time, I learned many things, but one stands out (as it relates to selling books): corporate buyers are not risk takers. Careers can be at stake with bad decisions, and many people prefer to take incremental steps into new territory.

What does that mean to you as a book marketer? If corporate buyers are not familiar with using books as promotional tools (premium, gift-with-purchase, ad specialty), you must start with a basic pitch about how and why they could use your book successfully. Show how a little marketing creativity can be less risky

Answers to Your Questions About Non-Bookstore Marketing

"How can I tell if a suspect is a good or bad prospect?" Arnold Place

Here are several ways to organize prospects according to their ability to buy your books. As you complete the process you will begin to pinpoint your top (A) prospects while at the same time choosing those who will take more time to cultivate. Here are criteria you can use to qualify and prioritize your prospective customers.

1) The size of the opportunity. People may buy your books in different quantities and rates, and at various times. A company buying your books to use as a premium may purchase thousands at a time, but the sales process may take a year or longer.

2) The people involved in the decision. There are two groups of people



4) The benefit to them. People buy for their reasons, not yours. And they all have different reasons for doing so. For instance, supermarket buyers seek quick inventory turns in limited shelf space, online marketers look for increased traffic to their sites, editors want more subscriptions and greater readership. Show these people how your title can benefit them and meet their needs.

5) The means of

involved in the book-buying decision process: the people who actually make the purchasing decisions and those who influence them. You have to reach both in order to complete a large sale.

3) Your familiarity with the market.

You probably know more about some potential markets than others, particularly libraries or those in the retail sector. These mirror the traditional distribution with which you are familiar, so you are likely to close a sale more quickly.

communication. Some people prefer to be contacted by telephone and others by email; some by direct mail, fax or personal visit. Find out how people want to learn about new titles and accommodate their desires.

6) Their awareness of your topic. People move through a series of stages before buying your book. First they are unaware that it exists. Once they learn about it they may not understand its benefit to them. After a series of exposures to your message they may (or may not) decide to buy it. Unfortunately, people are at various points along this continuum at any given point.

Leadership and Growth Concepts

By Tom Hill



Learn that "always" isn't absolute

One of the reasons why all of us can get caught in autopilot is that we tend to see the world as a set of absolutes. You are apt to believe that such and such will always happen, because so far it always has. This is a mental shortcut, which saves you from having to think about it again. As a result, your thinking falls into patterns of your own making and you are, in effect, switching on the autopilot.

You're on The Air

Tips for Getting On and Performing on TV and Radio Shows

Breathing exercises can help alleviate anxiety. A technique told by Kathy Wyler (WRCH-FM, Hartford, CT) is to picture a birthday cake on a table in front of you with hundreds of candles on it. Your job is to blow them all out. Take a deep breath and exhale with your mouth wide open. Repeat this a few times before the show starts, but do not overdo this



exercise or you could hyperventilate.



A Meeting of the Minds

By Brian Jud

What do you need to succeed in book publishing? Your first thought may be *money*, particularly OPM -- Other People's Money. However, that is not as critical as you may think. Money will come when you do everything else right. The most important attributes that lead to success cannot be purchased. Here are the Top 10 “Must Haves” for success in book publishing:

[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 Hotel Room Test

If I locked you in a hotel room for a week, could you write your book off the top of your head? Would you have enough ideas, examples, stories, and other evidence to write the first draft? Or would you scratch your head after a few hours and admit to yourself that you need to talk to other people and read other sources to finish your draft?

Maybe yes, if your book is based on your personal experiences and insights. If you are a true thought leader, you might have all the information in your head. Those ideas can flow from your brain to your fingers to the computer. I want to relieve you of a terrible burden shared by many authors. They think they need to know it all when they start writing their books. Not true.



You can get additional information in many ways. In fact, getting additional sources helps prove your points because readers will see other people support your ideas.

Good authors want to cite other sources and find out what they don't know.

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 Pam Lontos

When Approaching The Media, Think Of Only One Thing:

The media is thinking, "What's in it for me?" They survive on advertising dollars. They have to constantly provide material that people want to read, watch or listen to. The bigger their audience, the more they can charge advertisers. Help their audience (readers or listeners) solve their problems or fill their needs. Know these key facts about your market: Age, sex, lifestyle, profession, problems, and needs. Once you've identified these points, address them when getting publicity for your book.

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.

Don't Pardon Book Industry Scoundrels, Failures, & Losers

By **Brian Feinblum**

Sorry, but no one deserves to be absolved of their wrongdoing in the book world. I would not give pardons to any of the following scoundrels and losers:



[Read More Here](#)

You Said It: Members Comments on APSS Benefits

"Congratulations, on the APSS conference. it was

epic! You all did an excellent job! It was great! I wasn't able to attend all of the sessions, but the ones I attended were awesome. Thank you."

Willa Robinson

you
said it

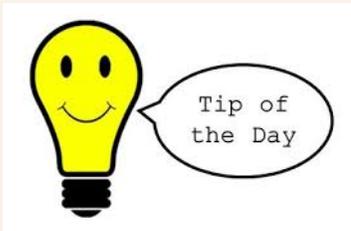
(**Save The Dates:** On January 28 - 29 APSS will conduct our second free, virtual Book Selling Conference. Plan to be there!)



They Said It: Motivational Quotation

There are no shortcuts to anywhere worth going."
Beverly Sills

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APSS Tip You Can Use Today

Display-marketing companies (such as Collective Goods) buy large, non-returnable quantities of books and gifts from publishers at discounts up to 80%. Then they sell the directly to consumers through displays at the buyers' locations (schools, corporations, daycare centers).

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

Book Marketing Works. LLC

Box 715, Avon, CT 06001
www.bookmarketingworks.com
BrianJud@bookmarketing.com
(860) 675-1344