

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**)

Save the dates!

**The APSS Virtual
Book Selling University
June 17 - 18, 2021**

More information to come soon!

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

The January 2021 APSS Book Selling University was such a huge success we thought we would do it again. 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. Here are some attendees' testimonials to our two previous Universities:

It's Free to Attend (unless you want a few extras)

Yes, you can attend all ten Book Selling University courses over the two-day period 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.



Association of Publishers
for Special Sales

Recordings and “Ask the Pros” meetings

If you would like to receive a link to recordings of any of the ten sessions, they will be available. Now you can have a 15-minute, one-on-one meeting with the speakers too. Save the dates and watch for more details.

I look forward to seeing you there!

To Your Success,

Brian Jud
Executive Director, APSS
BrianJud@bookapss.org

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



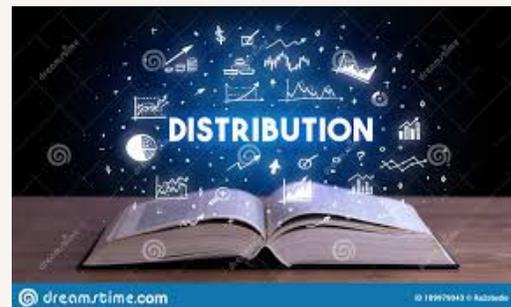
Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

Many people find it necessary to kill new ideas. “We’ve always only sold through bookstores,” or “We don’t have the staff for that,” or “Yes, but ...” are their buzz words. When you have an idea that is different from the status quo, do what is necessary to make it a reality. Sometimes this means pushing hard against the majority and the past. As Yoda, the Jedi Warrior put it, “Try? There is no try. There is only do or not do.” What are you willing to do today to sell to special-sales buyers? What three corporate buyers could you call? What commission-reps could do the job for you instead of hiring more staff? **Join** the Association of Publishers for Special Sales? If you want to do something, you’ll find a way. If not, you’ll find an excuse. Find the way.



Tips for Marketing Strategy

Get rid of excuses. When Spanish explorer Cortez landed at Veracruz, the first thing he did was burn his ships. Then he told his men, “You can either fight or you can die.” Burning his ships removed a third alternative: giving up and returning to Spain. Sometimes it takes more creativity to get rid of excuses than does to come up with the idea. What three factors will make it difficult to reach your objective? How can you get rid of them?

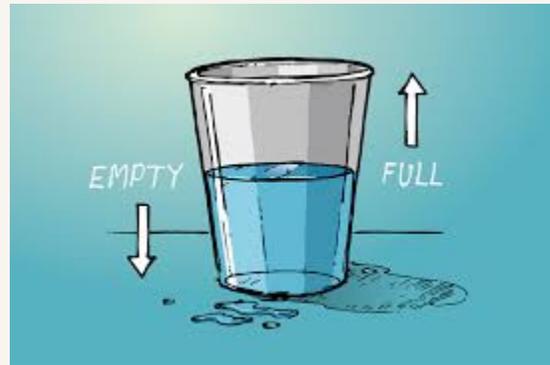


Tips for Distributing Your Book Profitably

Every publisher wants to increase book sales through bookstores. However, sales through other retail outlets can also increase the volume and velocity of your revenue. These include discount stores, airport stores, supermarkets, gift shops, specialty stores, pharmacies and many others. Each of these segments has a pre-ordained distribution network, and you must work within that structure to get your book on the stores’ shelves.

The Very Idea

Would the optimist say half a glass of arsenic is half full or half empty? Sometimes a person's perception is situational. The circumstances of each selling event are unique, perhaps even with the same person at different times. Take some time to read the dynamics of each sales call before beginning the discussion.



Answers to Your Questions About Non-Bookstore Marketing

"What are your tips for creating sales literature for corporate buyers?"
Evan Schmidt

Your literature and catalogs are sales tools used to present your company and titles in the most compelling way. Businesspeople are used to seeing professionally prepared literature and anything of lesser quality will detract from your sales efforts. Here are seven tips that will help you create effective selling sheets, flyers, mail inserts, catalogs and bookmarks.

1. Use a professional designer.[1] You can probably take one look at a book and know if the layout was prepared by a professional designer or by a self-published author on a tight budget. Special-sales buyers will know the difference, too. They may be using your book to project the proper image to their customers, and they want to be confident that it will add to, and not detract from, that image.

Trained designers know how to communicate a specific message and image using the nuances of layout, type,



You may have to create different literature for different audiences. Buyers in the retail sector may have different hot buttons than buyers in the non-retail sector. Similarly, you may have to create new literature for special occasions. A flyer designed to offer a special promotion at an association conference may have little application to a buyer for the armed services.

4. Form follows function. A two-sided sales piece may not be necessary unless you need that much space to make a persuasive presentation. Nor should you feel obligated to produce a multi-page flyer if one page will suffice. In the words of Thoreau, "Simplify, simplify, simplify."

photography, illustrations, color and white space. Use their knowledge and skills to create sales literature of which you can be proud, and you should sell more books.

2. Provide a path. Some promotional material draws in the reader, caressing the words and layout with emotionally charged subtleties. A definite starting point with an easy-to-follow path will lead the reader through a field of benefits to a logical and positive conclusion.

If using a four-page layout, the front and rear covers are as important for attracting attention as is the cover of your book. Include the following information on the front cover: special offer inside, anything that is new or free, and the type of product (book, CD-ROM's, DVD, etc.). Grab the reader's interest with an attention-getting opening statement. On the rear cover, highlight your other titles, best sellers or award winners and include ordering information.

3. Talk benefits, not features. As you begin selling outside the provincial boundaries of retail bookselling, the prospects may not care about features such as an ISBN. They want to know how your title will benefit them. Your literature must sell what your books will do *for the buyer*.

Use captions to draw attention or to help the reader understand your visuals. Then describe how your titles will benefit them. Bring them up to a boiling point with a captivating description of reasons why and how they will be better off with your books than without them. Then ask for the order, providing details on pricing, quantities and discounts.

5. Use the proper paper. There are so many options available that it becomes difficult to choose. If you are creating a mailing piece, you may opt for a lightweight paper to reduce your mailing costs. If you integrate a business reply card (BRC) into your literature, you will need heavier paper to meet postal-service requirements.

6. Make it easy to order. Show the reader how to take some positive action by writing, emailing or calling for more information or to place an order. In addition to all necessary information (address, telephone and fax numbers, URL, email address), provide some assurance of quick delivery. If you provide a guarantee of any kind, make sure it is displayed prominently.

Provide a form to complete and return. Make sure you get all the information you need to complete the order, including the expiration date on a credit card and a valid signature. Always ask for a telephone number, because there may be times when illegible handwriting makes it necessary to call the buyer for clarification.

7. Offer a discount or an incentive to order. Organize your products in associated groups to encourage larger orders. Then offer a discount for volume purchases. Or, use a premium to encourage an early decision.

Leadership and Growth Concepts

By Tom Hill

- Perspective based on physical ability
- Perspective of time – lack of vs abundance



Last August 2020, I attended a retreat Vision of Peace for three days to take time to quiet my soul and reflect. My intention was to have a “life altering” revelation that laid out the plans for the rest of my career. I bet you can guess how that worked out. Nine months later I realized what I received was a life changing revelation that I could not see until viewed in the rearview mirror. The word I received repeatedly throughout the retreat was...

Perspective - [pər 'spektiv]

- a particular attitude toward or way of regarding something; a point of view.

I had never really taken the time to evaluate **different types of perspectives**:

- Perspective of gratitude – even during difficult times or situations
- Relationship perspective – healthy for me doesn't mean healthy for you
- Financial perspective – values, abundance or lack and experience with money

- Religious or political perspective
- Racial perspective
- Geographical perspective
- Historical or generational perspective
- Educational perspective
- Perspectives based on ethics
- Perspective based on level of personal awareness

Steps to increase perspective :

- Accepting and acknowledging that there are 2+ points of view and all are valid.
- Agreement is not required but listening is.
- Authentic curiosity is vital.
- Gaining perspective allows you time to regroup, breathe and begin again.
- Be aware that perspective can be as easily lost as found.
- Perspective takes time and may change.
- Perspective can bring peace, calm, questions and answers.
- Even if perspective doesn't lead to agreement it allows space for peace.

Since August this one word has impacted and challenged me daily in all areas of my life. Researching and mediating on this one word revealed so many different aspects. Every human views the world through many lenses based on their own life experience and conflict resides in the space between the two perspectives. Moving forward I am challenging myself to take a moment to accept multiple lenses and perspectives prior to reacting.

It makes no difference how good your performance is if the audience misinterprets what you say. Make your presentation clear by breaking through the listeners' or viewers' mental filters, gaining their attention and making them realize you are saying something important to them. A great way to do this is by creating memory aids to illustrate your point and make people remember your message. These aids can:



- Help you organize your responses and present your information logically.
- Help others remember what they heard.
- Enable you to make a concise summary, leaving the audience with a few words to remember the content of your performance.

If your mind goes blank and you lose your train of thought, you can automatically speak about one of these familiar aids until you get back on track.

An acronym is one such memory aid. It is a word formed from the initial letters of a series of words, and you can use these to make an effective transition to your agenda items.



Rules for Negotiating a Large Book Sale – Or A Job Offer

By Brian Jud

Most of us have at one time interviewed for a job. Did you ever think that the tactics in negotiating for a job and those for negotiating a large book sale are comparable? I wrote books demonstrating that fact. One described how to negotiate a job offer (*Job Search 101*) and two that explained how to negotiate a large quantity book sale (*Beyond the Bookstore* and *How to Make Real Money Selling Books*). Here are tips for negotiating a book sale -- or a job.

[Read the article 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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Marketing Tip from Pam Lontos

The Media Only Cares About The Story. Don't pitch yourself, instead pitch the story for the audience: Always pitch a publication or program by highlighting the benefits you can offer their particular audience. The media cares about the story first and then they want your credentials.

“As an author, publisher and online book promoter I have gained insight into the world of publishing and sales through APSS I otherwise would not had access to. I recommend this conference to anyone seeking to sell more books.”

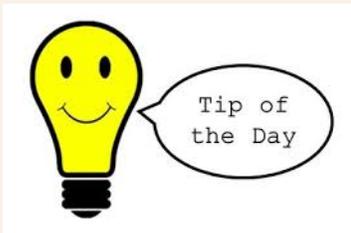
Laura Dobbins



They Said It: Motivational Quotation

“A pessimist sees the difficulty in every opportunity. An optimist sees the opportunity in every difficulty.”

Winston Churchill



APSS Tip You Can Use Today

Display-marketing companies such as Collective Goods (<http://www.collectivegoods.com>, formerly Books Are Fun) buy large, non-returnable quantities of books and gifts directly 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.

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