

# 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**)

### Attend the next APSS Free, Virtual Book Selling University, June 17-18

Discover how to sell more books to buyers you never thought of for profits you never dreamed of, even in uncertain times.

**See the agenda and register**

The January 2021 APSS Book Selling University was such a huge success we thought we would do it again -- with new speakers and topics. 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.

### 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. See more here:

<https://bit.ly/3eFc7A4>



Association of Publishers  
for Special Sales

**Free, Virtual Events in June for APSS members** and the link to attend each is <https://us02web.zoom.us/j/6762224705>

**June 14 at 6:30 pm ET**, “Can You Define Characters with the Clothing They Wear?” Author: Matilda Dumbrill will show you how to define characters based on their clothing preferences.

**June 19 at 10:30 am ET**: "Marketing and Leveraging Your Audiobook," by Becky Parker Geist.

**June 21 at 6:30 pm ET**, DJ Cooper of Angry Eagle Publishing will announce the winners of our First 200 Words contest.

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

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

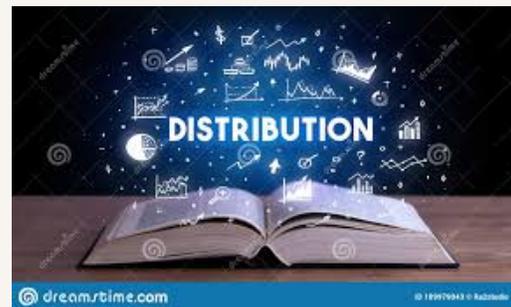


Billy Joel's song "Second Wind" has some good advice for book authors and publishers about making mistakes: "You better believe there will be times in your life when you'll be feeling like a stumbling fool. So take it from me you'll learn more from your accidents than anything that you could ever learn at school." It took Thomas Edison more than 10,000 attempts to invent the light bulb. He said, "I have not failed. I finally ran out of things that wouldn't work." He succeeded because he persisted as he learned from his mistakes. What are the biggest errors you had in the past? What did you learn? What opportunities did they create for you? What mistakes might you make on your current project?



### **Tips for Marketing Strategy**

Have something at stake. A frozen fish processor had trouble selling a new line of frozen fish because it tasted flat. The company tried everything to keep the fish fresh including holding them in tanks until just before processing, but to no avail. And someone suggested to put a predator in there with them, that should keep them fresh. This worked like a charm. They fish kept moving and retain their vitality. Moral? Have something at stake. Choosing a POD publisher will minimize your initial investment but hamstring you when you try to sell your book. You will find it almost impossible to make a profit. Having some books in your garage will keep you motivated to make your book successful. What do you have at stake?



### **Tips for Distributing Your Book Profitably**

Many book publishers fail because they focus on the wrong thing. They try to sell their books instead of showing how the content can be used to solve users' problems. Consider the failed Sony Reader. All the creativity that went into its development was undone by a lack of original distribution, a mistake that Amazon did not make with its Kindle. Sony engineered an elegant device, but Amazon designed an original solution. To make your business thrive, consider three execution strategies: 1) approach unconventional partners (corporate buyers), 2) identify underutilized channels (through non-bookstore retailers), and 3) invent new business models (dual distribution – retail and

non-retail). Put as much creative energy into distributing your content as you did into generating it.  
Return

## The Very Idea

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Use a random thought to generate new marketing techniques. Open your mind to things that have nothing to do with the concept you have in mind. Look out your window to find the first thing that has red in it. How could it shed light on your dilemma? Is it a mailbox? (A new idea for a direct mail campaign? Try snail mail instead of email?) Is I a red dress? (Could you communicate with women as a target segment?) What random idea can you use to stimulate your thinking?



## Answers to Your Questions About Non-Bookstore Marketing

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**"I won an award for my book. Will that help me sell more books?" Ed Arnold**

Winning an award can separate you from the pack of competitive titles quickly, since it is a statement by an objective third party that you book is worthy of recognition. And since many awards are based on the content of your book -- rather than its design -- it becomes a valuable sales tool in special markets.

You probably will not experience significant sales based on the award alone, but there are other benefits. Perhaps most importantly it could enhance your credibility among prospective buyers. Also, your status as an award-winning author may increase your chances of getting on the air or in print. And the award may give you more leverage among agents, publishers and distributors that turned you down in the past.





An ideal state of mind fluctuates between thinking and engaged—whatever a current situation demands of you. Try listening to your thoughts without critiquing. Attempt to stay neutral. Once you've mastered that try to consciously notice more, make an effort to practice and be present in the moment.

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

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Is this your first time on the air? If so, do not think about your spouse, family and friends in the audience. Think about the questions and how you will use them to address your agenda. Be yourself. Speak naturally and use personal stories to create camaraderie with the audience. Do not try to tell a joke if you feel nervous. It is less likely to go over well, and the lack of laughter will make you even more apprehensive.

"Some authors are doing this for the first time, and I understand that. I'd rather have the guest feel comfortable and relaxed because I get a much better interview. I tell him to sit down and get comfortable. Then I'll position the microphone and we'll talk for a few minutes." Deborah Wetzal, morning news anchor and talk-show host on WCBS-FM, New York City



## **Maximize Your ROI -- Return On Ideas**

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**By Brian Jud**

Publishing companies need to innovate regularly to create new value for their customers. But innovation in itself should not be the final goal. Not only must you spot opportunities, but you should capture value so you get paid for it.

There are two kinds of innovation. One is in value creation and the other is in value capture. Many businesses stop the creative process when a good idea is developed, believing that once it is

implemented it will generate money. But unless value capture – the maximizing the return on your idea – is also contemplated, you can leave money on the table.

[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**

Amazon is an amazing source of information about your subject area, your competitors, and market research for your book. Amazon has every book in your field. That's a valuable research library for authors. You can read short summaries of books to find out what they cover. You can read about authors and decide if you'd like to interview them or ask them to write reviews or testimonials. Many books display their table of contents and first few chapters, so you can learn more about their scope.



**Marketing Tip from Pam Lontos**

**Give The Media What They Want.**

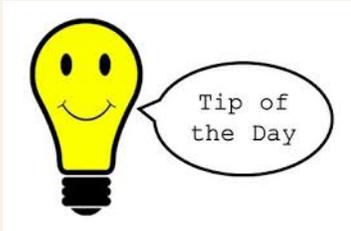
Be sure to answer the reporter's questions: Always let the reporter or interviewer lead the conversation. If you don't give the reporters what they want, you won't be included in their story. Remember, they are writing the story and have an angle in mind (or their editor has given them an angle). If you don't help them with that angle, they will move on to someone who will.

**You Said It: Members Comments on APSS Benefits**

"A dynamic conference with dynamic, knowledgeable speakers. It was more than advantageous to be there, it was an enlightening eye-

**you  
said it**

opener. I never realized there were so many different ways to approach book selling."  
Jeanne Rogers



Want to sell mega-quantities of books? You can if you “Get Known Everywhere Using Publicity.” At the APSS Free, Virtual Book-Selling University on June 17-18, Jill Lublin will help you discover how to be the #1 Influencer and leader in your industry by boosting your credibility and amplifying your media visibility. Based on her international bestseller, *Guerrilla Publicity*, Jill shares simple strategies and provides cost-effective short-term, doable tactics. Helping you understand what the media is looking for, so you and your brand can stand out, get noticed and go from unknown to newsworthy. You will...

## They Said It: Motivational Quotation

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"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

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- 1) Understand the real purpose of publicity- To boost your credibility and amplify your visibility.
- 2) Uncover your "Oooooo, Ahhhhhh!" factor. Find the Wow! that sets you apart from the crowd.
- 3) You are the news! Craft a riveting message that lets others know who you are and what you do.
- 4) Simplify! Learn how the pros mesmerize the masses by tailoring their message to the level of a 5-year-old.
- 5) Write a four-sentence announcement that ignites a local media frenzy.
- 6) Pass the all-important "Who cares?" test by showcasing your expertise in a way that commands attention.

For more information and registration go to <https://bit.ly/3eFc7A4>

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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