

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 week APSS completed the second 2021 Free, Virtual Book Selling University. It was a great success, and the accolades continue to pour in.

If you did not attend and would like to receive a link to recordings of any one (or all) of the informative sessions, they are available. Individual recordings are \$14.95 (\$19.95 for non-members) and recordings of all sessions are \$99 (\$129 for non-members). Contact BrianJud@bookapss.org to place your order. Here are the courses:

What are special markets and why are they good places to sell books? by Brian Jud and Guy Achtzehn

Book Sales And Publishing Details, by Michelle Vandepass.

Reviews & Endorsements - How to Get Them, How to Use Them to Increase Sales, by Sharon Castlen.

Foreign Rights and Wrongs, by Jan Yager

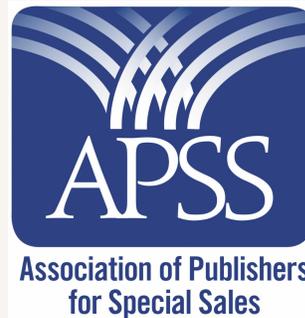
Selling to Libraries 2.0, by Sharon Castlen

Interactive Program for Immediate Leads, by Brian Jud and Guy Achtzehn

How To Package Your Book So It Looks Like A Commercial Title, Not A Self-Published Book, by Rudy Shur

Turning Your Book Into a Business, by Karen Strauss

Get Known Everywhere Using Publicity, by Jan Yager



Display Your Book at the ALA annual conference -- Two shows for one price with the APSS discount (Deadline -- June 23)

APSS and the Combined Book Exhibit are offering a virtual/digital and physical display options to participate in the ALA to promote your book to tens of thousands of book buying librarians, publishers, distributors and industry professionals from the US and overseas. Here is the remaining option.

Option 2 - Virtual Display with a Free physical display at the New York Library Association (Nov. 3-6, 2021)

Your book will be included in an online searchable catalog as well as in a digital pdf catalog. In addition, you will receive a free physical display of your book at the New York Library Association, November 3-6, 2021 in Syracuse, NY. The CBE online catalog and digital pdf catalog will be available for a period of two years.

Registration is now open. Please register here: <http://tinyurl.com/y7bpzgld>

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



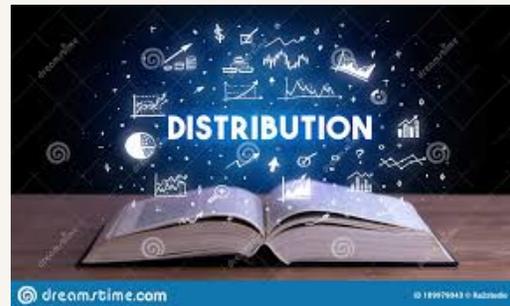
Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

See yourself as creative. “What concerns me,” remarked the philosopher, “is not the way things are, but rather the way people think they are.” If you think you are creative, you act that way -- and vice versa. It’s a self-fulfilling prophecy. As you think, so you are. The same idea is trying to call a corporate buyer. If you think you can, you can. If you think you can’t, you can’t. Just go ahead and make the first call.



Tips for Marketing Strategy

What is your ROI (Return on Impact). The number of books sold is not a measure of impact, which is not measured in sales or dollars, but in change. Writing a book does not create change in the reader. Selling a book does not create change – it delivers the message, waiting for action. The desire and action to change has to come from within the reader – your content is the catalyst. Rarely will reading your book be a consistent change motivator. To have real impact, provide multiple, follow-up products such as a blog, podcasts, consulting, seminars, etc. to maximize the impact of your message and provide consistent motivation.

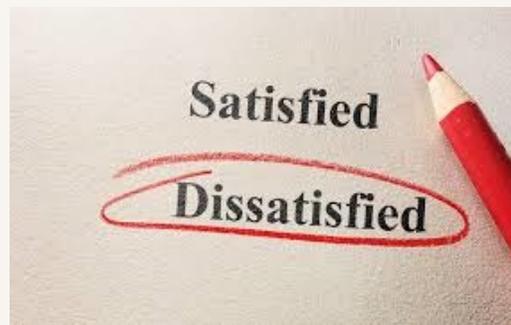


Tips for Distributing Your Book Profitably

Do not think that your book is the only one on its topic. That could lead you to believe that people will read it regardless of the marketing that you do (or don’t do). If it is the only book on your topic (“How to Start Your Own Country”) maybe there is not a large market for it. And if it does not sell, do you think that bad reviews are incorrect? Do you think distributors and retailers are wrong for not taking on your book? How can you use rejection to eliminate ego and improve your product, pricing, promotion and distribution?

The Very Idea

When asked why he spent 16 hours every day tinkering with his work an inventor replied, "Because I'm dissatisfied with everything as it currently exists in its present form." Satisfaction with the status quo removes the prod you need to spot potential problems and opportunities. Dissatisfaction can serve as a motivator and be beneficial to the creative process. What are you dissatisfied about?



Answers to Your Questions About Non-Bookstore Marketing

"I am not confident calling potential buyers on the phone. Do you have any tips?" Archie Simpson

When you call someone, one of two things will occur. The person will answer the phone or you will be transferred to voicemail.

In either case you must quickly get the person's attention and give a reason why he or she should listen to what you have to say, or call you back. If a human answers, lead with your benefit statement and then ask if the person has time now to learn more. If you are transferred into voice mail, you must leave a concise, provocative, thirty-second, benefit-laden message giving the person a reason to call you back. A sample sequence is:

- Name and intro
- Benefit Statement
- Request for a return call
- Contact information
- A good time to call you
- Thank you, close



Eventually you will talk to the proper people. Begin the conversation by telling them that you have an idea that could help the company. For instance, your target company may have experienced significant bad press and is trying to regain their earlier, positive reputation. If you propose that they buy your books to increase their profits, your idea will probably be rejected. But if you describe how your content can inspire employees and increase their morale, you should be received with an open-mind.

Leadership and Growth Concepts By Tom Hill

The Familiarity Trap. We label things



and experiences to help us understand how they fit with the world around us. For example, you see someone crying and automatically think, crying equals sad; therefore, that person must be upset. Your automatic response prevents you from considering alternative explanations. The person crying could be acting, chopping onions, or laughing so hard that tears are streaming down his or her face. But when you are caught in the familiarity trap, you are unlikely to consider these alternatives. The familiarity trap explains, say, why security officials at the airport rotate roles. If a person looks at an X-ray screen for long enough, a nuclear bomb might go through without that person noticing. Some pianists learn their pieces away from a keyboard so they won't become too familiar with it and fall into autopilot when they perform.

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



When on the air there are devices you can use to make your answers compelling, including comparisons. Comparisons show similarity in some respects between things otherwise dissimilar. Use them to help illustrate your points. You can make a comparison by using a simile (a figure of speech comparing two unlike things by the use of the introductory like or as) or a metaphor (a figure of speech comparing two unlike things without using the introductory like or as).

Example of a simile: If your book is about careers, a simile can describe unconventional places to search for job opportunities. Begin by saying, “The job market is like an iceberg, which has only 10 - 15% of its mass visible. The remaining 85 - 90% is under water and not easily seen. Similarly, in the job market, opportunities listed in the help-wanted ads represent only 10 to 15% of the positions available.”

Example of a metaphor: While discussing the opportunities resulting from a layoff, one could begin by saying unemployment is the “dawn of a new day.” Then proceed to talk about the positive aspects of job transition.



How to Reach Non-Retail Buyers

By Brian Jud

Book marketing is relatively simple (but not necessarily easy) because there are only two arenas in which to compete: retail and non-retail. The retail sector consists of bookstores (bricks and clicks) and other outlets such as office supply stores, supermarkets, airport stores, warehouse clubs, health-food stores, gift shops and specialty stores.

Selling to these establishments is primarily done through middlemen that control the flow of goods and who exact a fee for their services. Sales through these channels are plagued by two other factors that deteriorate profits: returns of unsold books and payments in 120 days or more. Publishers may also sell to libraries, and then consider their sales opportunities exhausted. But there is a significant source of profitable revenue in the non-retail arena. This is made up of buyers in corporations, associations, schools, the military and government agencies.

[Read the entire 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

Google Alerts helps you stay current on events about your topic. This free service delivers news about your topic to your inbox. To get started, go to www.Google.com/alerts and fill out a simple form that asks for topics you want to cover, your email address, and how frequently you want to receive updates.



Marketing Tip from Pam Lontos

To sell more books, determine



what is unique about your topic. Is your book different than everyone else's? Does your book solve a problem like weight gain? Does it teach managers to manage better? Does it entertain, inform or enrich? These are the points you want to stress when marketing your book. You have to stand out from all of the other books that are on your topic.

You Said It: Members Comments on APSS Benefits

(Regarding last week's Book Selling University) "BSU rewires participants to think outside the box and implement strategies that maximize the potential for book sales rather than recycle the same old strategies everybody's using. It's a game changer!"

Sonia Frontera

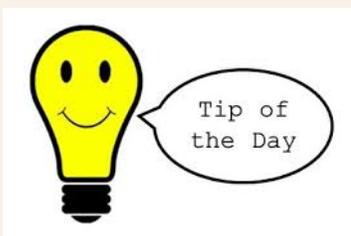
**you
said it**



They Said It: Motivational Quotation

"Don't listen to those who say you're taking too big a chance. If he had, Michelangelo would have painted the Sistine floor."

Neil Simon



APSS Tip You Can Use Today

Having trouble selling books through bookstores or other retailers? Do you have proper and adequate distribution to them? If so, talk with your distribution partners to discuss how you can communicate better, share market intelligence, or implement more effective promotion campaigns. Expand the segment by looking for related associations with bookstores on their websites. What niche bookstores could your distribution partners contact? Examples of many bookstores by

specialty may be found [here](#)

For copies of all the previous issues of *Book Marketing Matters* visit
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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

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