

# 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](#))

### Display your book(s) at the 2021 Beijing Book Fair – Save with the APSS member discount (July 5 deadline)

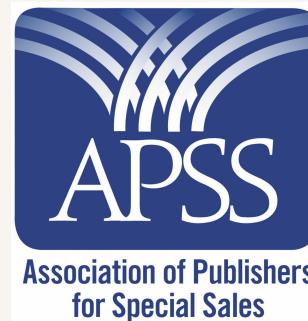
APSS has an agreement with Combined Book Exhibit (CBE) to display your book(s) at major book fairs around the world. Now you can show your book(s) to attendees at the Beijing Book Fair – one of the largest book fairs in the world. Attendees can purchase your books on the spot. Tens of thousands of potential buyers attend this show – and your book(s) will be accessible to all of them. And you do not even have to be there!

- Your book(s) is displayed face out, visible to all attendees
- CBE creates a catalog listing full contact information and it is handed out to potential rights buyers. You can also provide your own order forms/promotional materials.
- The exhibit is staffed by experienced representatives

Print Book Display (per title, per show)  
- \$165

Ebook Display (per title, per show) -  
\$165

Print/Ebook Combo (per title, per show) - \$200



The deadline to register for Beijing is TODAY, July 5, and you can register at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

**Additional 2021 book fairs scheduled to take place physically**  
Frankfurt International Book Fair, October 20-24 / Deadline September 5

American Association of School Librarians, October 21-23 / Deadline September 27

New York Library Association, November 3-6 / Deadline October 11

Sharjah International Book Fair (UAE), November 3-12 / Deadline October 1

National Council Teachers of English, November 18-20 / Deadline October 23

Guadalajara International Book Fair, November 27 - December 5 / Deadline October 25

Full Page Advertising in CBE Exhibit Catalog (per catalog) - \$200

To Your Success,

Brian Jud  
Executive Director, APSS  
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## News You Can Use -- To Sell More Books in Large, Non-Returnble Quantities



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

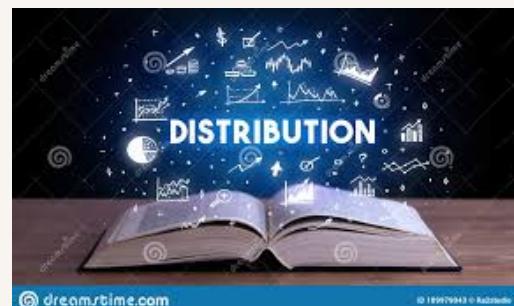
The APSS Sales Performance Promise:  
I will...

Set a goal and do it,  
Make a commitment and honor it,  
Find a need and fill it,  
Find a chance and take it.



### **Tips for Marketing Strategy**

**“Mobile reviews boost sales.** People are more likely to buy a product after reading reviews written using a mobile device, according to research by Prof. Grewal at Dartmouth. In the study, participants were shown moderately positive hotel reviews with identical text, the only difference being that some reviews were marked as having been written “via mobile.” Those who saw the reviews written on mobile devices were more likely to consider staying



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

**Know your options.** Plan your distribution network and know when to use a distributor, wholesaler or fulfillment company. A distributor serves the client/publisher and a wholesaler serves the market. A fulfillment company fills demand.

**You may not need a supply channel.** If your strategy is to sell only through your website, Amazon.com and/or to non-retail buyers you may not need a

at the hotel than those who read the desktop reviews. Why? Because people thought it took more effort to write a strong review on a mobile device, the study found. "When things are seen as more effortful, they typically are seen as being higher quality, and in this case it increased the perceived credibility of the review," says Prof. Grewal.

Companies could encourage customers to write reviews on their mobile devices, she suggests. And websites that don't already indicate whether a review was written on a mobile device should consider adding that information. The good news for companies is that while the mobile effect amplifies the impact of positive reviews, the research didn't find a similar effect for negative reviews."

*Wall Street Journal.*

## The Very Idea

Did you see the old TV show or movie, *The Beverly Hillbillies*? If so, you recall Jed Clampett shot into the ground and "up came the bubbling crude." He became instantly wealthy. However, the oil was always there, and he only became wealthy after he recognized it.

You, too, have hidden resources that are yet to be discovered. For example, you may think you are not good at negotiating a sale of your books to corporate buyers. But recall the last time you haggled over the price of a major purchase, or the time you persuaded your boss to give you a raise. You were negotiating then. Simply apply what you already know to the art of selling your book.

## Answers to Your Questions About Non-Bookstore Marketing

"What are examples of non-bookstore retailers?" Edna Maxwell

The non-trade retail market is made up of

distributor.

**Sell through or to.** Sell through retailers and to end users and non-bookstore buyers.

**Every book has competition.** What about the other books nearby on the shelf? The other books on the best-seller list? Create distribution that will eliminate competition.



several different outlets that sell goods directly to consumers. These outlets include everything from airport stores and home shopping networks to museums and more. Retail buyers purchase products for many of the same reasons—they want items that identify with their stores' images and meet the needs of their clienteles. Books are typically only one part of the product selection that these outlets offer and are usually not their primary focus. However, this does not mean that you should ignore this market. In fact, the opposite is true—retail outlets can be incredibly profitable places to sell books.

Non-trade retail buyers purchase books under conditions comparable to those of trade buyers. Buyers in each retail market segment operate a little differently, but most rarely purchase directly from publishers, and instead, often go through a wholesaler or distributor.



This means that when you sell to them you have to find the right distribution partner, and that the distribution discounts may be in the 60 to 70 percent range, which means you net 30 to 40 percent. Therefore, your cost structure must be able to support these fees. Furthermore, retail buyers typically buy on a returnable basis, and you could be paid in 90 to 120 days.

The good news is that if you have a quality book with content appropriate to a particular store's customers' needs, you can get into these outlets and profitably sell numerous books. But remember—just like with bookstores, these retail outlets only *display* books. It is up to you to make them move off the shelves with your promotional efforts, such as media performances, personal events, direct mailings, and publicity.

## Leadership and Growth Concepts

### By Tom Hill

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We all see the world through our own eyes. My eyes are different from your eyes. But when we try to consider an issue or solve a problem, we tend to assume that the way we see the world is the right way to see it. Why wouldn't we? And yet our view isn't always the right one. Thinking creatively demands that you look at a familiar problem with fresh eyes—using a perspective different



from your own. To actually achieve this, you need to recognize that your mind is functioning on autopilot, temporarily fixed by your worldview and your life experiences.

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

**Relax and enjoy yourself.** People are rooting for you to succeed on the air. They empathize with your fallibility and may support you more if you prove yourself human. Do not worry about making a mistake because it can make for a better interview. Learn to laugh with yourself.

Many studios have a cough button on the console. If you must cough or clear your throat, press this as you do so and it will not be heard over the air. If there is no cough button, turn away from the microphone and cover your mouth.

*I tell my guests just to turn their mouth away from the microphone to cough. It's not going to distract from the interview and it makes you sound more like a normal person. Everybody has to clear his or her throat at some point.* Deb Wetzel

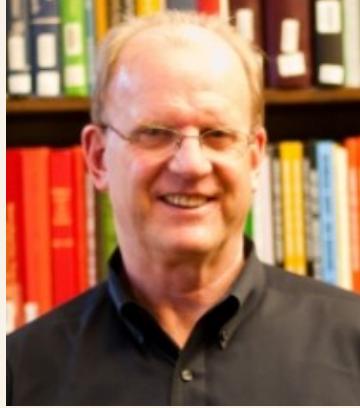
The audience is less aware of your nervousness than you are. Do not call attention to it on the air, but if you feel it necessary, admit it to the interviewer before the show begins. This will help you relax, as well as build rapport.



## Vary Your Promotion for Maximum Effectiveness

By Brian Jud

A carpenter knows that the right tool applied in the proper situation gets the job done most



effectively. If the only tool you have is social networking, you see that as the right tool. However, there are many other promotional tools you can wield to create a variety of “hits” on your target buyers, from a variety of directions. Create an assorted mix of the tools available so you use the correct combination when building a successful promotional campaign.

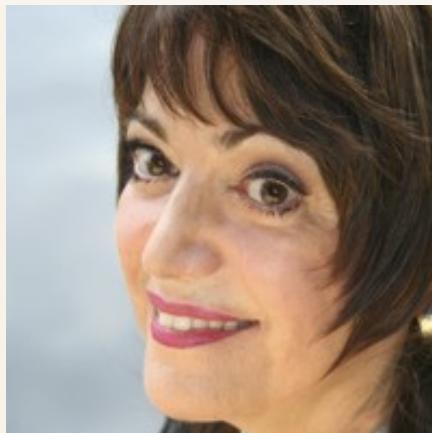
[Read the entire article here](#)

***Excerpt from Write Your Book in A Flash -- The Paint-By-Numbers System to Write the Book of Your Dreams—Fast! By Dan Janal***

Read and listen to other thought leaders in your field. You can find interesting insights and sources to support your theories. You might want to interview these people so your book has even more credibility. Reading and listening to these materials could open a wide range of experts for you to invite into your community. You might help promote each other’s works.

The value of doing research is that you’ll find what the world knows. Add your insights to those thoughts, so you are even more valuable to your readers and clients. To find these sources, go to Google and type:

- Blogs about [my topic]
- Articles about [my topic]



***Marketing Tip from Pam Lontos***

Publicity is better than advertising for three reasons.

- It's cheaper. You get better, more credible exposure than a paid advertisement will ever give you.
- People who see you in a magazine

give you the same importance they give the celebrities in that magazine. With an ad, it's assumed that everything said was written by you and can't be trusted. Being in a magazine article as the expert in your field establishes you at a much higher level.

- Once you have some media exposure, you can use it to get more PR, to add credibility to your promo material, and to create the image as the expert in your field. This makes you stand out from your competition and gets book sold.

## You Said It: Members Comments on APSS Benefits

(Regarding the recent Book Selling University) "Your sessions give very usable, practical information that has made me rethink past strategies that I'd already written off as unsuccessful."

Denise M. Baran-Unland

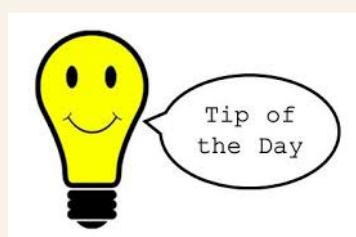
you  
said it



## They Said It: Motivational Quotation

"Nothing levels a playing field like a better idea."

Stanley Mason



## APSS Tip You Can Use Today

Fundbox (<https://fundbox.com>) solves a problem small businesses everywhere understand: Once you do the work, you invoice but then may wait 30, 60 90 days or longer to get paid. For a fee, Fundbox advances you the money immediately. Just connect the software directly to your accounting app, choose from the eligible outstanding invoices, and then receive the funds in your bank account. You repay it, without interest, when the customer comes through.

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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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