

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 launch of APSS- South Florida on July 31 at the Delray Beach Public Library

Join us for an afternoon of fun, networking and book-marketing information. At the same time help launch the newest APSS chapter. The in-person meeting will be held at the Delray Beach Public Library, 100 W. Atlantic Ave, Delray Beach, FL. The agenda is below and the President of APSS- South Florida is Shayne Leighton. For more information, please contact her at shayne@bookapss.org or BrianJud@bookapss.org. I'll see you there!

Agenda:

Noon to 12:15 : Kick-off with opening words from chapter president, Shayne Leighton, including announcements and information about joining APSS and the future of the chapter.

12:15 to 1:00: Keynote from Brian Jud and information / dispersal of Brian's book to attendees.

1:00 to 1:30: Sophia Desensi & Partner - Discussing innovative new app for indie authors and plans for launch



Association of Publishers
for Special Sales

1:30 to 2:00: *USA Today* Bestselling author Zachary Chopchinski

2:00 to 2:30: Speaker To Be Announced

2:30 to 3:00: Q&A Panel - A chance for guests to direct questions at our speakers and to get to know more about our chapter and plans for the future.

After 3:00 - Wrap Up

To Your Success,
Brian Jud
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News You Can Use -- To Sell More Books in



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

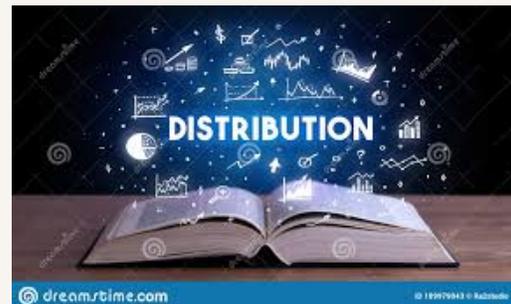
Answer a question with a question for a low-pressure closing technique. For example, get the decision maker's commitment to buy your book *if* you can meet his or her needs. Retail Buyer: "I think your book would fit into our product line, but I'm just not sure it will be able to generate enough additional store traffic to warrant our replacing an existing book with it." You could reply: "If I can demonstrate to your satisfaction that I will promote your store as carrying my book, would you give it a try (ask the buyer to give it a *try* rather than commit to a large purchase)?"



Tips for Marketing Strategy

Balance work and personal life. "When I started Camp Bow Wow, I continued to work pharmaceutical sales part-time for the first year and a half. In the afternoons, I'd take my 4-year-old daughter to parks where we handed out free Milk Bones with coupons to people walking their dogs. It was hard being a single mom starting a business, but I found ways to do both."

Heidi Ganahl, Founder and CEO of Camp Bow Wow



Tips for Distributing Your Book Profitably

Ask yourself questions. Ask, "Who else could use the information in my book? Where do they purchase books?" A great question to get your thinking started is, "What if we..."

Think beyond the bookstore. There are many opportunities for sales through non-bookstore retailers (supermarkets, airport stores, discount stores) and to non-retail buyers (in corporations, schools, associations).

Contact potential distribution partners early. Do not wait until

your book is completed before contacting prospective distributors. Get their input on content and cover design early in the process.

Charges for distribution services should be transparent and predictable. Transparent means hidden charges should be minimized. Predictable means that the contract should have a single percentage somewhere between 20-30% of net sales.

The Very Idea

The sticky hooked spine of the common burr inspired the man who invented Velcro fasteners. The spinning wing feature of the elm seed served as a model for more efficient helicopters. Bell invented the telephone by imitating the ear. What patterns in nature can you use to develop your idea? Is your content rooted in another context? Where else can you branch out (special sales)? Does your armadillo-like exterior protect you from nay-sayers?



Answers to Your Questions About Non-Bookstore Marketing

"You described associations as places to sell books. Where can we find contact information for them?" Paul Greenup

The *Encyclopedia of Associations* is a comprehensive source of detailed information on organizations worldwide. There is the *Encyclopedia of Associations: International Organizations*, which covers some 22,300 multi-national, bi-national and non-U.S. national associations.

The *Encyclopedia of Associations* database provides addresses and descriptions of professional societies, trade associations, labor unions, cultural and religious organizations, fan clubs, and other groups of all types.



Entries provide the names of directors, executive officers or other personal contacts; telephone, fax, telex, electronic mail, websites and bulletin boards; the group's history, governance, staff, membership, budget and affiliations; the goals and activities of the international organization, including research, awards, certification, education, lobbying and other important activities; and publication and convention information.

Leadership and Growth Concepts

By Tom Hill



Accept other people's perspectives.

Have you ever had a boss or colleague you thought was overbearing, dogmatic, aggressive, or rude? Do you think they saw themselves in that way?

Surprisingly enough, they might not. If they were asked to describe themselves, they might say they were assertive, direct, honest, and candid. One of the reasons why conflicts can get so ugly is that it is easy to fall into a state of autopilot and respond to others without thinking or without considering others' perspectives. By staying alert to other people's perspectives, you can move out of autopilot and into a more constructive state of awareness.

You're on The Air

Tips for Getting On and Performing on TV and Radio Shows



Your interview will meet the goals of all participants if you use your verbal flexibility to inform and entertain the audience. Use words to convince the host and audience that you have information that is important to them and you have their best interests in mind while at the same time communicating information about your book. Be a little creative in your presentations.

An innovative approach gets and holds the attention of the audience. However, many people feel uncomfortable being creative because they think it is an outlandish departure from conventional techniques. Instead, think of it as a strategy for gaining and maintaining the attention of your audience. Since the viewers or listeners are preoccupied with other activities that distort or inhibit your intended message, you can break through to them quickly by being different, but in an entertaining way.

For example, introduce unexpected or new information. Give it a new angle on what is already known. Capture the imaginations of the people in the audience with a twist on what they anticipate, and you will have them in the palm of your hand.



Vary Your Promotion for Maximum Effectiveness

By Brian Jud

The Titanic sank after hitting an iceberg and only 705 of its 2200 passengers and crew survived. With too few lifeboats onboard, many lives were lost unnecessarily. With a little creativity more people might have been saved. For example, what if the crew saw the iceberg as a sanctuary instead of a cause of death? They might have ferried people there. Unfortunately, we'll never know.

There is an important lesson from that tragedy that can help us solve book-marketing problems. The lesson? When you look at something do not think of it only in traditional terms. The crew of the Titanic saw the iceberg as a menace to be avoided. They overlooked possible solutions hidden in plain sight, much like publishers overlook the opportunity for lucrative sales to buyers in non-bookstore markets.

[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

How to Find Competitors' Books

Amazon can show you competing books and bestsellers.

To find books in your field, go to Amazon, and type the name of a book that competes directly with yours. In this example, I've typed the name of one of my books, *Reporters Are*



While the main list might be dominated by classics that have been top sellers for years, this new list shows you newcomers that attract readers.

Looking for YOU! Scroll to the section on the page called –Product Details. You’ll find various publishing information, such as date and ISBN numbers. You’ll also see –Amazon Best Sellers Rank. Right below that is the good stuff. Amazon tells you which category the book is in. My book is listed in –Public Relations. No surprise!

Now click on the link for –Public Relations, and you’ll see the real juice of this exercise. You’ll see a page with three important pieces of information. Figure 8: Read Amazon’s Best Sellers list to find books that compete with yours.

First, you’ll see the top 100 books in this category. That’s important because you will see what is selling and what people are interested in. Second, in the far-right column, you’ll see –Hot New Releases.

Right below new books are –Most Wished For books. This gives you additional insight into books people are buying.

For all three topics, you can click on links to see more titles. Now you know how to find your book’s competitors. You’ll also know where to tell Amazon to index your book. Don’t stop there.

Do this same exercise for other books in your field. You might find those books are indexed under different categories. You might find a more suitable category. You’ll find additional competing books.

Note: This example does not work on mobile phones. Use a desktop computer or tablet to see results.



Marketing Tip from Pam Lontos

Develop Different “Hooks” For Different Media

Don’t try to get on the Ellen Show to discuss the economy or on 60 Minutes to talk about your dog stories. You wouldn’t pitch your book on relationships to *Field & Stream* or *Glamour* your book on fishing. Keep your eyes open for current events you can write about, practical advice you can give, interesting facts you can share, or holiday tie-ins you can use. Then match the correct media to that topic and go after an interview.

You Said It: Members Comments on APSS Benefits

“I really enjoyed your (APSS) webinar. I found your

suggestions very helpful. It certainly causes one to think outside the box.”

John Murray

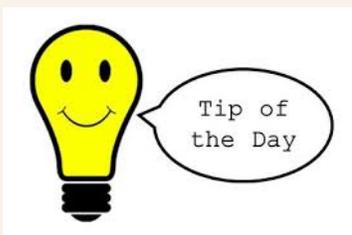
you said it



They Said It: Motivational Quotation

“I’ve missed 9,000 shots. I’ve lost almost 300 games. I’ve failed over and over again in my life. And that is why I succeed.”

Michael Jordan



APSS Tip You Can Use Today

Media coverage is as important in special markets as it is for bookstore marketing, perhaps even more so. Before people will buy a product, they need to have a level of confidence about it, and this comes from being exposed to it several times before they make a purchase. Think about *your* buying practices. Do you buy something the first time you see it on a shelf? You are probably more likely to purchase the item if you have some familiarity with it.

When people walk into a bookstore, they are looking for a book. But when they walk into a gift shop, discount store, supermarket or pharmacy they are probably *not* looking for a book. Your media will pre-sell them, so when they happen to see your book on a shelf they will recognize it. Only after it catches their attention and interest will they pick it up and look at it.

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

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