

# 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**)

Remember -- the promotion code for Ingram Spark changes monthly. Get the August code from [Kim@bookapss.org](mailto:Kim@bookapss.org)

### APSS-South Florida was officially launched on July 31

The in-person meeting was held at the Delray Beach Public Library. The President of APSS- South Florida is Shayne Leighton, shown below with all the items welcoming the attendees.

Brian Jud opened the meeting to describe APSS and all the benefits of membership. Then Sophia Desensi discussed her innovative new app for indie authors and plans for launch



Association of Publishers  
for Special Sales

Then *USA Today* Bestselling author Zachary Chopchinski talked about the importance of author branding and conducting book signings at non-bookstore retail stores.

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

**Ideas for Selling to Non-Bookstore**



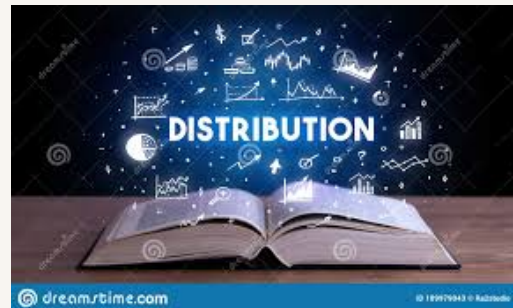
Increase your profitability with special sales since the lower your unit cost the more money you make at the same selling price. In special marketing you print to fill orders since buyers – particularly non-retail buyers – usually buy in advance of a promotion and are willing to wait for delivery. Not only do you print to order (with no inventory costs), but the quantities are typically larger than you might produce to hold for potential bookstore sales. If you want some books to keep on hand, tack on a quantity to the special print run -- at a much lower price than if that quantity were printed alone.



### Tips for Marketing Strategy

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When you ordered a sandwich in a delicatessen, did it come with a pickle? You probably did not order that, but it came anyway. What unexpected advantage can you give your prospects that they do not anticipate (nor expect to pay for)? What added benefit can you provide that increases the perceived value of your product without increasing the price (or your cost) inordinately?



### Tips for Distributing Your Book Profitably

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**Customize your proposal.** Your proposal should address five major areas: people, problem, promise, your plan to make it work and your platform.

**Have a series.** Companies in your distribution network are more interested in working with you if you can bring multiple titles to them.

**Consider returns.** Returns for new titles could be 30% or more when selling through retailers.

**Choose your distributor partners wisely.** Not all distributors are equally capable of distributing your book. Investigate them carefully and compare their capabilities before deciding.

## The Very Idea

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Finding new ideas is like prospecting for gold. If you look in the same old place where everyone else is looking you will find tapped out veins. But if you venture off the beaten path, you will improve your chances of discovering new idea lodes. Remember, you cannot see the good ideas behind you by looking twice as hard at what is in front of you. Where else can you look for ideas? Discussion groups? Gift shops? Gardening? Your gym? Supermarkets ... ?



## Answers to Your Questions About Non-Bookstore Marketing

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**"Do I have to sell face-to-face in non-bookstore marketing?" Arnie Bridgetom**

Selling books requires personal selling to the trade or in special markets. There is no difference in the *need* for selling, but there is significant difference in how the selling is done. In the retail sector of special sales – as in the trade – you have to sell your book to wholesalers and distributors. There is not much negotiating since discounts and terms are somewhat pre-determined for you. Similarly, your promotion mix is heavily weighted toward publicity, with advertising, sales promotion and personal selling trailing.

Things are much different in the non-retail sector where your promotion mix is heavily weighted toward personal selling, with advertising, sales promotion and publicity receiving less attention. Here, marketing requires that you get on the phone or meet personally with buyers at corporations, associations, schools, government agencies or the military to bargain on pricing, shipping and other terms of sale.

For some, that is the bad news. Many authors rarely succeed because they like to write and they do not like – and therefore do not



perform -- personal selling. The good news is that successful negotiating requires little more than listening to what the buyers want and then showing them how your content can meet their needs. Person-to-person negotiation may be an intuitive art, but the *techniques* of negotiation are more scientific. And you can learn them.

## Leadership and Growth Concepts By Tom Hill

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### A Thought To Ponder Unforgettable Quotes by Jim Rohn

1. "Start from wherever you are and with whatever you've got."
2. "Without constant activity, the threats of life will soon overwhelm the values."
3. "The more you care, the stronger you can be."
4. "If you don't like how things are, change it! You're not a tree."
5. "Character is a quality that embodies many important traits, such as integrity, courage, perseverance, confidence and wisdom. Unlike your fingerprints that you are born with and can't change, character is something that you create within yourself and must take responsibility for changing."
6. "The big challenge is to become all that you have the possibility of becoming. You cannot believe what it does to the human spirit to maximize your human potential and stretch yourself to the limit."
7. "You cannot change your destination overnight, but you can change your direction overnight."
8. "Don't say, 'If I could, I would.' Say, 'If I can, I will.'"

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

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How effective would you be communicating to an audience worldwide if your message were broadcast only in English? Would you be more effective if it was translated into the language of each country? If



you talk to any audience using words or terms it does not understand, you might as well be speaking in a foreign language. The audience will not know what you are talking about, and will tune you out or switch to another station.



## 14 Ways to Find Potential Buyers

By [Brian Jud](#)

Publishers limit their book sales when they see bookstores – bricks and/or clicks – as the only place through which to sell their books. If you want to sell 10,000 books through any retailer, you must get 10,000 people to go there and buy one. But if you want to sell 10,000 books in non-retail markets, you find one person to buy 10,000 of them – non-returnable. Which do you think is a more profitable way to sell your books?

The world of special sales (non-bookstore sales) is actually larger than the opportunity for selling through bookstores. Many publishers do not attempt to sell there because they do not know who is the best person to contact.

[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](#)

A testimonial is an endorsement for your book. Testimonials might convince prospects your book is an excellent investment of their time and money.

Testimonials get the reader excited to read the book and show them your ideas should be valued because famous people respect your ideas.

If you have several pages of testimonials, you'll bask in the glow of the branding effect of these famous people. Readers think you are in the



Get as many testimonials as possible. I've seen books with eight pages of testimonials. The more testimonials you get, the more you will impress prospects.

Testimonials can appear on the back cover of your book, in press releases, and on the book's Amazon page.

same league as those celebrities.

Testimonials provide many benefits and uses.



## Marketing Tip from Pam Lontos

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Social media marketing (SMM) creates instant buzz online, putting you in front of an audience that is already searching for your genre. You can get your message to thousands immediately. Why Social Media Marketing?

- SMM is the fastest path to Internet celebrity
- SMM is the new word-of-mouth: Have your friends recommend you or your book
- SMM is one part of the funnel that directs people to your book
- Social media has moved ahead of personal e-mail as the most popular online activities (Nielsen)
- Time spent on social media sites is growing 3 times faster than the overall Internet rate
- 2/3 of the world's online population now visits social networking and blogging sites

## You Said It: Members Comments on APSS Benefits

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“I'm glad I signed up to be a member, there's so much more to keep up on, and I'm glad to be able to interact with this like-minded network.

Nancy Lee Bentley

The logo for 'you said it' features the word 'you' in a large, bold, black serif font, with 'said it' in a smaller, black serif font below it. The 'y' in 'you' has a long, thin tail that loops under the 's' in 'said'.

## They Said It: Motivational Quotation

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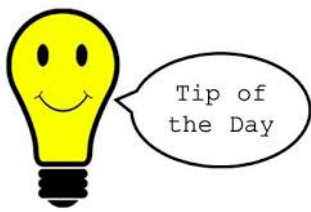
“Motivation is what gets you started. Habit is what keeps you going.”

Jim Ryun



[APSS Tip You Can Use Today](#)

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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 at [http://www.biblio.com/booksellers\\_by\\_specialty.php](http://www.biblio.com/booksellers_by_specialty.php)

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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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