

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.

Volume 21, Issue 16 Number 486 August 16, 2021

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

Here are the free, virtual APSS meetings remaining in August:

TONIGHT, August 16 (6:30 pm ET): Writing a Short Story: Catching the Wave, by Trevann Rogers. In this workshop, participants will learn the fundamentals of short story writing. The link to attend is <https://us02web.zoom.us/j/6762224705>

August 18 (6:30 pm ET): "How To Sell Books To The Gift And Outdoor Markets," by David LeGere, a publishing professional with fourteen years of experience in the US, specializing in the trade nonfiction, gift, and outdoor markets. The link to attend is <https://zoom.us/j/3671572517>



Association of Publishers
for Special Sales

August 21 (10:30 – 11:30 am ET): Painless Marketing Tips for Authors," by Jim Alkon, Editorial Director, Booktrib. This session will help authors match budgets, marketing elements and expectations, and provide some ideas of options and opportunities that might help them get a marketing lift. The link to attend is <https://us02web.zoom.us/j/6762224705>

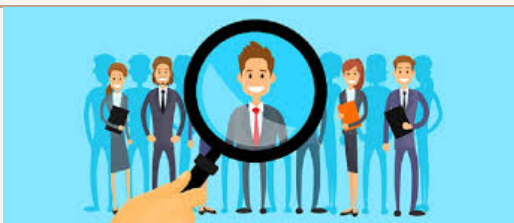
To Your Success,
Brian Jud
Executive Director, APSS
BrianJud@bookapss.org
(860) 985-5908

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



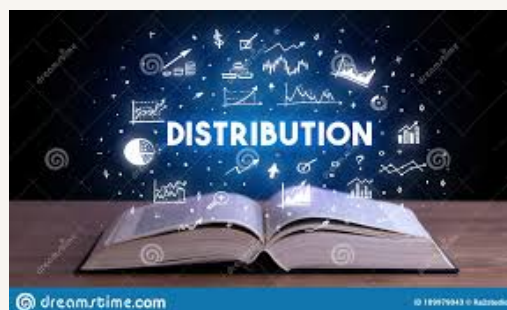
Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

On a plane that has just pushed back from the gate, the passenger in 10A turns to the one in 10B and says, “Excuse me. I noticed you have the new book by (Your Name). May I ask you how you like it?” 10B replies, “It is really good. I got it as a gift from ABC Company at our annual sales conference.” A conversation ensues, and perhaps an opportunity is created. That is an example of how a book given as a promotional item can increase exposure for the sponsoring company (and the author).



Tips for Marketing Strategy

When asked who their target reader is, many authors reply, “I do not know,” or “everybody who likes (their topic).” Either answer will reduce your sales and profits. If your book is for everybody, how much would it cost you to reach them frequently enough to make an impact -- if you could find a way to do so? Define your target readers with the Five Ws: Who are they? What do they want to buy (printed, ebook or other)? Where do they shop? When do they buy? And why do they buy (problem they want to solve)?



Tips for Distributing Your Book Profitably

Do not quickly blame distribution partners if sales are down. Retailers do not sell books, they display books. The author does the promotion to bring people to the stores, and distributors fill the pipeline.

Consider seasonal fluctuations. Know when your content is of value to your target buyers. If your book sells through gift shops in the fourth-quarter-holiday-shopping period, do not be dismayed if it does not sell at other times.

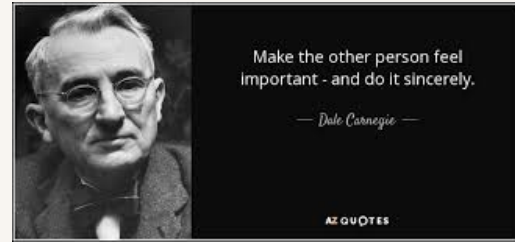
Use “push” and “pull” marketing. Some marketing actions are directed at helping channel members keep the pipeline filled (push marketing), and others at

bringing consumers to the retailer (pull marketing).

Distribute through your website. Have a shopping cart on your website and sell directly to consumers.

The Very Idea

Wall Street Journal had an interesting article about the relevant content of a book first published 80 years ago: “How to Win Friends and Influence People.” There are two excerpts that APSS thought were particularly relevant to selling more books to corporate buyers. The first is what author Dale Carnegie calls “the law of human attraction: Always make the other person feel important.” Second is “We are interested in others when they are interested in us.” Show buyers that you are more interested in helping them solve a business problem than you are in selling your book. Then you will sell more books.



Answers to Your Questions About Non-Bookstore Marketing

"When I get close to asking for the order I can almost feel the tension growing. How do you recommend presenting my pricing in a non-threatening way?" Warren Harvey

Here are several other tips for presenting your compensation request:

- Do not make your proposal a “take-it-or-leave-it” mandate. Give three scenarios: worst case, best case and most-likely case.
- Show pricing based on different quantities, each of which is based on one of your three scenarios. Your proposal should be perceived as a cohesive, strategic alternative and not a medley of unrelated thoughts.



- Use charts and graphs to summarize the spreadsheets and to make your point visually. The example in Figure 20 demonstrates how effectively you can show success.

- Forecast the time to maturity, i.e., when the breakeven point should occur. Offer an exit strategy at various points in a long-term proposal to minimize potential loss.

· Be aware of the impact of what you are saying. Instead of using the words *price* or *cost*, use the word *investment* to reinforce the fact that your prospects will be better off implementing your plan than rejecting it. Instead of asking them to *sign a contract*, get them to *OK the agreement*.

· Summarize that to which you have already agreed and do not bring up any new terms. Before you present your proposal, agree on volumes, forecasts and who pays shipping. When calculating your numbers, be conservative in your sales forecast and liberal when projecting expenses.

· Do not show all the details that you have in your spreadsheets; just the bottom line. Have the backup available as addendums to leave behind. If you have it out for everyone to see it will invite discussion on, or resistance to, minor topics. When forecasting results, use *Month One, Month Two*, etc. instead of *January, February*, etc. This eliminates an argument of when the program should begin or from having to re-calculate the numbers if you agree to begin on a different date from that which you suggested.

· The way you present your numbers is important. Be specific in Year One where you would say \$99,985 instead of \$100,000. This shows that you have carefully calculated the total. In Year Two and beyond it is better to round off the figures. When describing them, say “around \$X00,000” so you do not become embroiled in a discussion to defend them.

· If you offer a discount for an immediate order or a higher quantity, make the difference immediately discernable. When you drop your total price from \$99,985 to \$97,360 the buyer would have to stop to calculate the difference, perhaps distracting him or her. On the other hand, if you drop the price from \$99,985 to \$97,985 the difference is immediately clear.

· Never *guarantee* anything except your determination to make the project succeed.

Leadership and Growth Concepts

By Tom Hill



More Thoughts To Ponder. Unforgettable Quotes by Jim Rohn (Continued from the August 2 issue)

9. “Discipline has within it the potential for creating future

12. “If you go to work on your goals , your goals will go to work on you. If you go to work on your plan, your plan will go to work on you. Whatever good things we build end up building us.”

13. “Happiness is not something you postpone for the future; it is something you design for the present.”

14. “ Learning is the beginning of wealth. Learning is the beginning of health. Learning is the beginning of spirituality. Searching and learning is where the miracle process all begins.”

15. “Your personal philosophy is the greatest determining factor in how your life works out.”

miracles.”

16. “How long should you try? Until.”

10. “Life is not just the passing of time. Life is the collection of experiences and their intensity.”

17. “We must all wage an intense, lifelong battle against the constant downward pull. If we relax, the bugs and weeds of negativity will move into the garden and take away everything of value.”

11. “Success is neither magical nor mysterious. Success is the natural consequence of consistently applying basic fundamentals.”

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



Temper your self-confidence with enthusiasm, communicated by speaking with a smile in your voice and passion in your heart. Use inflection to project enthusiasm as you accent important words. "You've got to make them say WOW!"

Brad Hurtado, former producer of Donahue, Maury Povich and The Charlie Rose Show



How to Sell Books Through Gift Shops in Parks

By Brian Jud

The National Park Service turns 105 on August 25, 2021. It seems appropriate to talk about how publishers can sell books through gift shops in parks and historic sites.

[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

Prove Your Points with DESCRIBERS

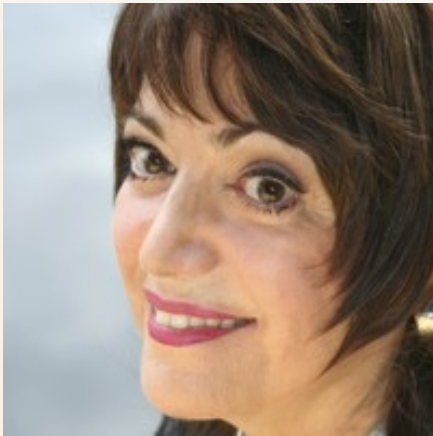
Once you create a theme for each chapter you must convince your readers to your way of thinking. You do this by including proof to your chapter



outline.

DESCRIBERS is a mnemonic device I created to make it easy for you to brainstorm and identify information for each chapter. Each letter in –describers stands for a word. Each word in this group identifies a technique for convincing people to come to your point of view. For example:

- Diagrams
- Engaging numbers
- Stories
- Cartoons
- Relevant quote
- Incidents/anecdotes
- Bar charts and graphs
- Every relevant question
- Research



Marketing Tip from Pam Lontos

Microblogging For Social Media Marketing

Make your microblog:

- Useful
- Easy to read
- Informative
- Positive
- Consistent with your brand

You Said It: Members Comments on APSS Benefits

"As APSS's author of the month I received a half-hour phone consultation with Brian Jud. What a wealth of information he provided! My opportunities, suggested by Brian, for distributing my books outside of bookstores (online & brick/mortar) will keep me busy for several months. I'm excited to explore these. I have been a member of APSS (SPAN) since 2009 and have never hesitated to renew my membership. APSS always

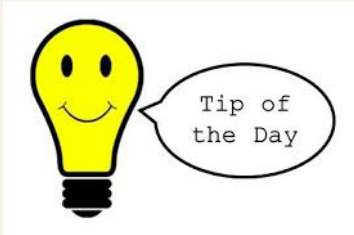
you
said it

provides solid ideas for book distribution and author learning. I highly recommend this organization for all writers." Cheryl Carpinello



They Said It: Motivational Quotation

“The goal isn’t to live forever; the goal is to create something that will.”
Chuck Palahniuk



APSS Tip You Can Use Today

Rainbow Book Company is a distributor of fiction and non-fiction books for academic libraries starting at the pre-K level through high school:

<https://www.rainbowbookcompany.com>

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

Book Marketing Works. LLC

Box 715, Avon, CT 06001

www.bookmarketingworks.com

BrianJud@bookmarketing.com

(860) 675-1344