

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 September code from Kim@bookapss.org

Display for foreign rights and/or school librarians (Save with the APSS discount)

APSS has an agreement with Combined Book Exhibits to display your books before thousands of potential buyers. Get foreign rights and sales to school libraries while you save hundreds of dollars with the APSS-member discount.

2021 Frankfurt International Book Fair -Deadline: September 10, 2021

Show your book(s) to attendees at the Frankfurt International Book Fair - the largest book fair in the world. They can purchase rights for your books on the spot. Hundreds of thousands of potential buyers attend this show – and your book(s) will be accessible to all of them. And you don't even have to be there!

Print Book or Ebook Display (per title) - \$165

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



Association of Publishers
for Special Sales

While it is the primary continuing education activity of the division and a leading professional development event for school librarians, the AASL national conference is also an excellent educational and business forum for the entire library community. The next national conference will be held October 21-23, 2021 in Salt Lake City, Utah.

Print Book or Ebook Display (per title) - \$140

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

In both exhibits...

- Your book(s) is displayed face out, visible to all attendees
- The display company 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 tasked with the responsibility of selling the rights for

each book.

2021 American Association of School Librarians -Deadline: September 27, 2021

The AASL National Conference is the only national conference devoted solely to the needs of school librarians. The conference is held every two years and coordinated by a member-committee composed of association leaders from across the nation.

Register for either or both at <http://tinyurl.com/y7bpzgd> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

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



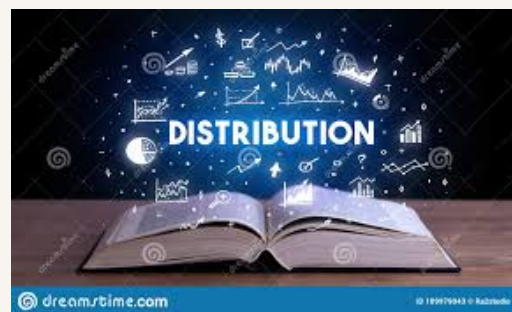
Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

The amount and nature of value of the content in any particular book lie in the eyes of the reader. Therefore, the key to selling your books to non-retail buyers is to know what they consider important. The way you discover that is by asking questions, not telling about your book. The perceived value of your content is different for every individual buyer, so begin each sales interview by asking questions.



Tips for Marketing Strategy

“Your most important job as a leader (publisher) is nurturing relationships with the people who have the most



Tips for Distributing Your Book Profitably

Distribute through other websites. There are many niche websites and retail outlets online

power to make or break your business. Set a weekly goal for the number of breakfasts, coffees, lunches and dinners you'll have with the top 100 influencers in your field, and you'll greatly improve your ability to get things done. Need a reason to reach out to them? Set up search-engine alerts with their names to stay current on what they are working on." (*Fortune*).

through which you can market your books.

Work with your distributor. Communicate regularly to find out what else you can do to help each other.

Segment your prospects. Organize your most-likely readers into groups according to where they could use or purchase your content. That could be in supermarkets, schools, gift shops or libraries. Each of these buys in different ways and for different reasons.

Subdivide your segments. There are many different kinds of libraries and not all may need your content. For example, there are public, academic, religious, law, prison, hospital, etc libraries.

The Very Idea

He was told that if he hadn't written a book by age 35, chances were he never would (he was almost 40). He was told that for every book published 95 were not. He was warned that short stories weren't popular or considered for top prizes (his book won the Pulitzer). Hollywood told him his book held no dramatic possibilities and Broadway said it would never make a musical. Would you have given up or would you have hung in there and written "Tales of the South Pacific" as James Michener did?



Answers to Your Questions About Non-Bookstore Marketing

"Every time I tell buyers about my book they seem to lose interest. What am I doing wrong?" Sonia Friedman

Most products, including books, are combinations of tangible and intangible



Feature: A four-color cookbook with

elements. People do not buy the tangible features of a book. They buy the intangible benefits they receive from reading fiction: a vicarious feeling of fantasy, romance, adventure or mystery. And when purchasing nonfiction they are buying information, knowledge, motivation and help.

That is the difference between marketing a *feature*, an *advantage* and a *benefit*. A *feature* is an attribute of your product. For a book, it could be its size, binding, title or number of pages. An *advantage* describes the purpose or function of a feature, and a *benefit* is the value the reader receives in exchange for purchasing your book.

One way to distinguish among these three definitions is to use the "So What?" test. When pondering why someone would purchase your book, put yourself in the place of the prospective buyer and ask yourself, "So what?" Keep doing that until your imaginary customer says, "Oh. Now I understand." Then communicate *that* concept in your promotional literature and they will be more likely to buy.

a spiral binding. (*So what?*).

Advantage: It will lay flat while you are preparing the meal, making it easy to read. (*So What?*)

Benefit: You are more likely to prepare the meal precisely as directed so the meal should turn out as you want it. You will receive more accolades and feel like an accomplished chef. (*Oh. Now I understand.*)

Leadership and Growth Concepts

By Tom Hill



In working with many of my clients, there's been a similar challenge of helping them understand how important it is that they pay attention to who they spend their time with. The people that you spend the most time with are the people that are in your core. Jim Rohn, author

If the five people you spend the most time with are not supporting you and encouraging your growth, then get about a plan to very quietly, (don't tell them you're doing this), move away from spending time with these people, and replace them with people who will encourage your growth.

#2 - Join or create a mastermind group. A mastermind group is a collection of peers who are similarly-minded and have a growth orientation, get together monthly, and help each other through life. If you're not sure how to create a mastermind group, then get Napoleon Hill's book, *Think and Grow Rich*. There's an entire chapter written on this topic of the mastermind group.

#3 - Get involved in a non-profit

and philosopher, is famous for saying that "we become the average of the five people that we spend the most time with," and Michael Dell and Confucius have both said (paraphrased), "If you find yourself the smartest person in the room, then you're in the wrong room."

The point's the same. We should desire to spend our time with people and be influenced by people who will help us grow. Period.

Here are three recommendations on how to get around the right people to help you grow.

#1 - Create a list of the five people that you spend the most time with. Look back over the past month and really think about it. Who are these people? Write down their names. Don't include your kids, your wife or your husband, but include everybody else. Are these people encouraging you? Are they optimistic? Are they aware of your plans and your goals, and are they helping you get there? Or, are they negative and discouraging and holding you back?

organization. Make sure it's an organization that is focused on an area in which you have personal interest. This could be homelessness, hunger, education, the environment, or whatever - just pick it and get involved. You could start as a volunteer, and then join a committee, lead a committee, and eventually, see if you can find yourself on the board. The other people that are doing the same thing, and eventually those that end up on the board, are likely to be growth-minded, positive, optimistic, encouraging people who have a similar orientation towards a mutual interest. This will not only help you grow as a person, but it will also help you grow in generosity of doing good in the community.

If you'll do those three things; 1) write down a list of people you're spending your time with and try to modify that so you're hanging out with people who help you grow, 2) join a mastermind group, and 3) join a non-profit organization, I predict that your life will start to unfold in beautiful ways and you will find yourself moving more quickly on the path to living out your best life.

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

If your topic has something to do with a late-breaking local or national news event, you may be asked to appear on a news show. This interview could take place live in the studio, live at a remote location or taped as part of a story to be aired at a later time. These segments are generally shorter in duration than on talk shows, lasting from two to four minutes, and in most cases the questions will be related to the current news event.



You will typically be led onto the set during a commercial break. The host(s) will probably be on the set already. There may be two hosts, so do not let that startle you. If the host seems preoccupied, it is because he or she may be listening to the director's comments via an ear microphone. If so, do not interrupt or expect undivided attention.



How to Get Free Advertising

By Brian Jud

What if there were a way to make your title known to every potential buyer--for free? There is, and it is called word-of-mouth advertising - - people talking to people - -the most inexpensive and productive way to spread the word.

Fortunately, there are ways you can stimulate word-of-mouth communication that will build your sales, reduce your costs and increase your profits.

[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

Make Your Book Skimmable.

People like to skim. That was true when I was an award-winning daily newspaper reporter and business newspaper editor nearly 30 years ago—and it is truer today.

Long blocks of text intimidate people. That's why newspapers use short paragraphs and lots of white space to make articles look easier to read. Smartphones and tablets have shrunk the reading space to a few inches—about the size of your palm. Small screens make even short messages look like a long book. Need I repeat that people today have short attention spans?

Fortunately, several writing and design devices can help you capture and keep your reader's attention.



They are:

- Italics
- Callouts
- Quotes
- Mnemonic Lists
- Numbered Lists
- Bulleted Lists
- Checklists
- Flow charts, Diagrams, and Process Visuals
- Infographics
- Cartoons
- Charts and graphs
- Pictures
- Subheads
- Assignments

I'll describe each over then next few issues of *Book Marketing Matters*



Marketing Tip from Pam Lontos

Things To Remember About Social Media Marketing:

- Have a complete profile
- Research to be sure you are on the right sites
- Get a good photo of yourself and book cover
- Use a name people will recognize and put in to follow you
- Follow trends
- Always provide a hyperlink to your website

You Said It: Members Comments on APSS Benefits

"The pinned tweet I created, following the advice from APSS, gained more interest in one month than any other did in a year! And it's so simple. Thank you!"

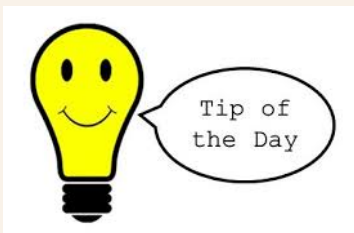
Sandra M. Sperling

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.



They Said It: Motivational Quotation

“Avoid having your ego so close to your position that when your position fails your ego goes with it.”
Colin Powell



APSS Tip You Can Use Today

The Readers Digest Foundation, via its R.E.A.D. Together campaign has joined forces with United Through Reading to promote the benefits of parent involvement in childhood literacy. Now

operating out of more than 200
command posts and USOs around the
world, UTR has worked with early two
million men, woman and children. To
learn how they could use your books go
to www.unitedthroughreading.org

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.

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