

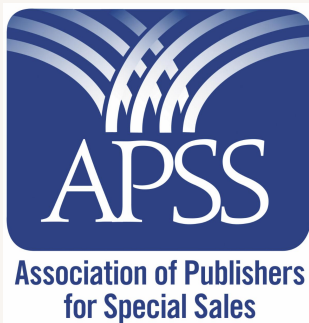
# BOOK MARKETING MATTERS

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 18 Number 488 September 13, 2021

## More Benefits and Savings for APSS Members

(The Association of Publishers for Special Sales - **Join Now**)



**Display for foreign rights (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 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

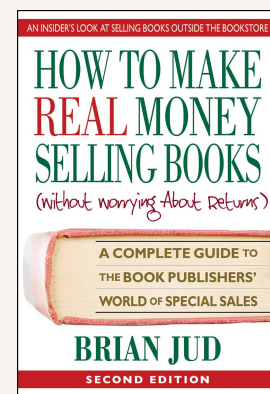
- Your book(s) is displayed face out, visible to all attendees

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

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

### **Sell Your Books in Large, Non-returnable Quantities**

The worldwide book market generates almost \$90 billion annually, and more than half of those sales are made in non-bookstore outlets such as discount stores, airport shops, gift stores, supermarkets, and warehouse clubs. The Second Edition of Brian Jud's book, *How to Make Real Money Selling Books, The Complete Guide to the Book Publishers' World of Special Sales* was just released by his publisher, Square One Books. It provides a proven strategy for selling books to these enterprises. You will learn about developing a product strategy, conducting test marketing,



- 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.

contacting prospective buyers, promoting your product, selling to niche markets, and much, much more. See it at <https://amzn.to/3iQiL8X>

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



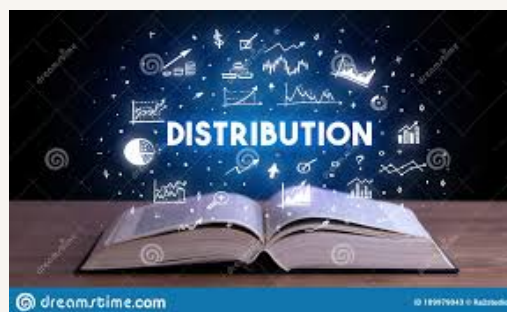
### Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

Do you shy away from taking a risk, or do you consider it an adventure? It depends on your definition. The word “risk” has roots in the Italian word *rischiare*, meaning, “to dare.” Strike the right balance between risk and reward. Alberto Salazar, 3-time winner of the NY City Marathon said, “I had as many doubts as anyone. Standing on the starting line we are all cowards.” Dare to sell to non-bookstore buyers.



### Tips for Marketing Strategy

If you are crafting a corporate gifting program you need to keep the selections fresh. Allyson Krichman says, “If you want to make an impact, select items that people find motivating and new – something that represents the latest trends of today’s



### Tips for Distributing Your Book Profitably

**Prioritize your segments.** Not every prospect is equally likely to buy your books. Rank them in the order in

marketplace. Also, select items that appeal to their demographic that are also on trend with today's retail demands."

Your book could be the perfect gift product. One way to do that is to team up with other APSS members to offer an assortment of current titles. See the APSS bookstore for ideas. See it at <http://bookapss.org/books/>

which you will contact them for sales.

**Define the benefits of your content in each segment.** Retailers seek to make a profit, libraries to help their patrons and the media to provide a good show for their viewers or listeners.

**Distribution begins with your buyers.** When considering the way you will distribute your books, first think about the people who will be buying them.

**Think outside the US.** You may have sales opportunities in every country in the world. Sell in English-speaking countries or sell the translation rights to your content.

## The Very Idea

---

Book marketing is like going on a diet. You are motivated to accomplish something and set a measurable, realistic goal. You research different ways to accomplish your objective, choose one and create a plan leading to reach it. You might have to give up some things you enjoy doing, and do some things you don't like doing, but know are necessary. You may become tempted to quit when you don't see results quickly, but you persist until you reach your goal. As you experience a sense of pride, you soon realize that to maintain your new circumstances, you must keep doing what you did to get there.



## Answers to Your Questions About Non-Bookstore Marketing

---

"Because of high costs, I need to price my book at \$19.95, but my competitor's book is \$14.95. How can I compete with that?" George Lascar



The *price* of your book is a feature; the *value* of your book is a benefit. Customers attach value to books in proportion to the extent they believe it will help them solve their problems. If your book is more expensive than competitors' books, your promotional material must translate the price into value for the consumer. One way to do this is to describe the *incremental difference* and what the reader receives for it. Since your \$19.95 book is \$5 more than the competition, demonstrate to the potential buyers what they will gain in exchange for paying \$5 more. Or, you could appeal to their fear of making a wrong decision and how much they will lose by not spending the additional \$5. In either case you will be more effective if you communicate the value your book offers your customers.

You can also use a surrogate indicator, a cue that takes the place of a buying criterion, to demonstrate the benefits of your higher price. These cues include endorsements, guarantees and slogans. Even the way you write the price makes a difference. For example, which looks like a larger figure, \$5 or \$5.00? If you want to make a price look smaller do not include the numbers to the right of the decimal point. On the other hand, if you want to accentuate the difference, include the decimal point and zeroes.

## Leadership and Growth Concepts By Tom Hill

---



### How To Be More Creative At Work: 5 Lessons From Sir Paul McCartney

**He Started With A Question:** He started off with curiosity. Curiosity,

**Not Knowing Was the Key to *Yesterday*** (Which is Also D Minor): McCartney explained that he really had no idea where the song came from. If you're busy knowing everything, you're innovating nothing.

**Take the Journey:** the strings in the song, *Yesterday*, make the melody.

**He Listened:** Without ego or self-reference, McCartney looks time and time again to his unstoppable and miraculous musical intuition.

It's curious how listening allows musicians to create. But why is it that we don't see that the skill of listening isn't just reserved for the recording studio, or for British pop

not certainty, led to discovery.

stars? Leadership starts with listening.

### **He Got By With a Little Help**

**From His Friends:** he turned to other experts and shared his work.

The road to *Yesterday* wasn't a journey he took by himself

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

---



After appearing on several radio shows, you will be able to anticipate many of the questions the callers will ask. Yet, in most cases it is difficult to have a stock answer because each one will contain an individual concern. Your challenge is to turn a question into a platform to discuss one of your agenda items. Here are several guidelines that will help make each call-in show a pleasant experience:

- Before the show, ask friends and relatives to call in. Give them the station's studio number (which is usually different from the main number) and questions to ask relating to your agenda. Many people do not like to be the first to call, and your plant will break the ice.
- The host may give you a headset so you can hear the caller. Do not be frightened or annoyed that your hair will get messed up (remember, this is radio and people cannot see you). Use the headset and you will be surprised at how much clearer the voices will be.
- Keep a note pad with you. As the caller gives his or her name, note and mention it during the call. Also, jot down key words to which you can refer while answering. Listen to the entire question for a familiar word you can use to make the transition to one of your agenda items (which may or may not be the point of the question).

"On my show, the same type of answers you would give the host you would give the caller. "

Jim Bohannon



## 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?

[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?

Here are examples:



***Italics*** are the slanted typeface.

**Callouts** are short blocks of text—perhaps a few words or a sentence at most. They appear in the middle of a page and use a larger font. A box or a colored background could set them off. A callout highlights a thought or quote from your main text, so it stands out in people's minds. It also highlights your most important learning points. Don't use more than two callouts per chapter, though.

**I'll describe more over the next few issues of *Book Marketing Matters***

---

**Marketing Tip from  
Pam Lontos**

---



## Press Releases To Newspapers Can Raise Awareness For Your Book.

A few helpful hints: Include your phone number. You are trying to get them to call you, after all. Direct the release to a particular person, by name. Look up the proper person in the publication or use a directory you can get at the library. Create a provocative, controversial or exciting headline. Keep it to one page maximum. Be sure you are available for phone calls and interviews when the press release is distributed. Otherwise, they'll call and if you don't answer, they move to the next expert on their list. Beware of using certain words such as "sex" in your headlines. Spam filters may block your e-mail. And again, don't self-promote (this isn't an ad).

## You Said It: Members Comments on APSS Benefits

---

"I'm glad I attended the APSS webinar. I learned new things and got new ideas. I'm eager to put all this new knowledge and my new connections to work."

Gail Woodard

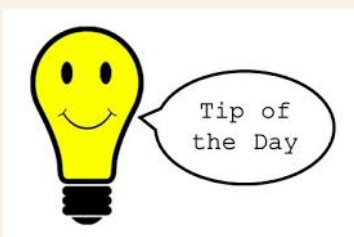
you  
said it



## They Said It: Motivational Quotation

---

"When you're 20 you care what everyone thinks, when you're 40 you stop caring what everyone thinks, when you're 60 you realize no one was ever thinking about you in the first place." - Winston Churchill



## APSS Tip You Can Use Today

---

Want an idea for a corporate tie-in for selling your book? The Subaru Loves Learning initiative conducts the annual Science Books & Film Prizes for Excellence competition to recognize outstanding scientific information (fiction and non-fiction) for young audiences. They not only recognize the best science books for kids, they

“distribute” books to schools around the nation.

See [www.subaru.com/partners](http://www.subaru.com/partners) for more information.

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

To subscribe to *Book Marketing Matters* email [Kim@bookmarketing.com](mailto:Kim@bookmarketing.com)

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)

**Book Marketing Works. LLC**

Box 715, Avon, CT 06001

[www.bookmarketingworks.com](http://www.bookmarketingworks.com)

[BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

(860) 675-1344