

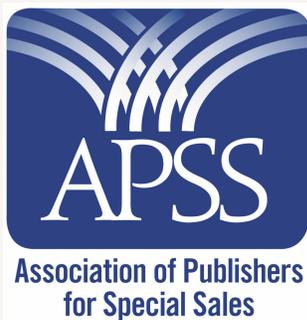
BOOK MARKETING MATTERS

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 27, 2021

More Benefits and Savings for APSS Members

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



**Display
your book
to School
Librarians -
Deadline:
September
28, 2021**

APSS has an agreement with Combined Book Exhibits to display your books before thousands of potential buyers at the 2021 American Association of School Librarians. Reach thousands of librarians while you save hundreds of dollars with the APSS-member discount.

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. 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.

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

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

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

Register for AASL here:

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

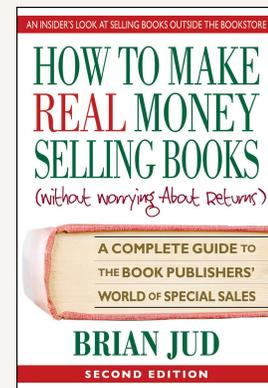
To Your Success,
Brian Jud

Executive Director, APSS
BrianJud@bookapss.org
(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



- 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.

provides a proven strategy for selling books to these enterprises. You will learn about developing a product strategy, conducting test marketing, 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



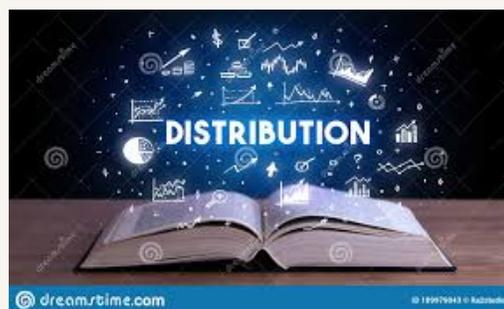
Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

Get feedback to make sure that what you say is understood as you intended. “I’m not returning until you fix it,” bandleader Count Basie told a club owner whose piano was always out of tune. A month later Basie got a call that everything was fine. When he returned, the piano was still out of tune. “You said you fixed it!” an irate Basie exclaimed. “I did,” came the reply. “I had it painted.” Is your promotional message communicated as you intended?



Tips for Marketing Strategy

As businesspeople we recognize the importance of planning. As authors we understand the process of writing a book. What if you combine these



Tips for Distributing Your Book Profitably

Know your options. Plan your distribution network and know when to use a distributor, wholesaler or

concepts and write a plan as you would a book? It would have characters (distributors and corporate buyers), plots (writing and presenting a proposal for a large order), sub-plots (the buyer evaluates competitive products), action (you negotiate with the prospect) and a climax (you get an order for 10,000 non-returnable books). Now, how do you make that happen?

fulfillment company. A distributor serves the client/publisher and a wholesaler serves the market. A fulfillment company fills demand.

You may not need a supply channel. If your strategy is to sell only through your website, Amazon.com and/or to non-retail buyers you may not need a distributor.

Sell *through* or *to*. Sell through retailers and to end users and non-bookstore buyers.

Every book has competition. What about the other books nearby on the shelf? The other books on the best-seller list? Create distribution that will eliminate competition.

The Very Idea

Why is a concise promotion called a blurb? The word *blurb*, meaning an inspired recommendation, comes from an evening in 1907 during an annual trade dinner of New York publishers where it was customary to distribute copies of new books with special promotional jackets. For his book, humorist Gelett Burgess caused a sensation with a cover drawing of a very attractive and buxom young woman he named 'Miss Belinda Blurb.' From then on, any flamboyant endorsement would be known as a "blurb." ("The Little Book of Answers," by Doug Lennox)



Answers to Your Questions About Non-Bookstore Marketing

"I am a speaker and author. Any tips for selling books at the same time?"
Edna Riordan

If you are proficient at speaking before groups, you may also be able to sell your books at list price following your presentations. This is



called back-of-the-room selling and can be very profitable. Companies hiring you as a speaker may also purchase your books in advance for each attendee. And superior speaking skills make your in-store events and library tours more effective.

One creative author wrote a book about nutritious eating for school children, and developed a program about it. She realized that children do not want to hear about eating food that is good for them, so she devised a way to communicate her story and sell books at the same time. She tours schools giving a play with characters costumed as carrots and asparagus telling their message about nutrition. She involves the kids to keep them interested, and gets her message across in a fun way. And the schools and parents buy her books.

Leadership and Growth Concepts

By Tom Hill



To demonstrate that pressure often leads us to behave in autopilot mode, psychologists John Darley and Daniel Batson asked a group of seminary students to prepare a talk on the Good Samaritan parable. With the parable at the forefront of their minds, the seminarians were then asked to walk to the location where they were expected to deliver their talk. So far, the task seems pretty straightforward.

However, this is where the cunning psychologists made life difficult. They had arranged for the seminarians to come across someone lying in the road, coughing, spluttering, and calling for help. To make matters more difficult, the psychologists had told half the seminarians that they were late for their talk and the other half that they had plenty of time. How many would stop to help the injured person? And which ones? Of those who were told they had plenty of time to reach their destination, 61 percent stopped to help, but of those who were told they were late, only 10 percent stopped. According to the observations of the psychologists, some seminarians literally stepped over the actor pretending to be injured. The slight change of situation moved the rushed seminarians into autopilot, making them forget what had been on their minds just moments before.

TV and Radio Shows

Radio appearances can be particularly beneficial if your message can be communicated without visuals. Radio is usually less nerve-racking than performing on television since you can use notes to aid your memory. In addition, you may be allotted more time per show (sometimes up to two hours) to get your information across. In many cases you can take telephone calls from listeners, and you can tape or perform your show live at the studio, from a remote location or over the telephone from home.



When I decide to have an author on, what I look for is someone who can relate to my audience, someone who feels passionate about the book, someone who can come in with the listener in mind, thinking about the person who has a radio on, listening for advice.

Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City



Get More Business from Existing Customers By Brian Jud

Selling books to corporate buyers in large, non-returnable quantities is a profitable way to build your publishing business. As an added benefit, satisfied buyers can place blanket (recurring) orders for future, planned deliveries. These are even more profitable since it is easier and less expensive to sell to existing customers than it is to find new ones.

[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

Would you like your stories to be as dramatic and emotional as a Hollywood movie? Michael Hauge, one of Hollywood's top coaches and story experts, has worked with countless screenwriters, novelists, and filmmakers on projects starring (among many others) Will Smith, Morgan



- Pursuit—The hero begins employing your process or product. Show details

Freeman, Julia Roberts, and Tom Cruise.

I met Michael when we both spoke at a book marketing conference hosted by Indie Publishing International. Michael shared his 6-Step Success Story™ formula and permitted me to share it with my readers:

Michael Hauge's 6-Step Success Stories™

- Setup—The —before|| picture of your hero's everyday life. Select either yourself or a successful client as the hero. Picture details of this hero's life before encountering you, your product or your process. Create empathy through conflict: sympathy, jeopardy, likability and/or a special skill. Reveal how your hero is emotionally stuck or tolerating a bad situation.

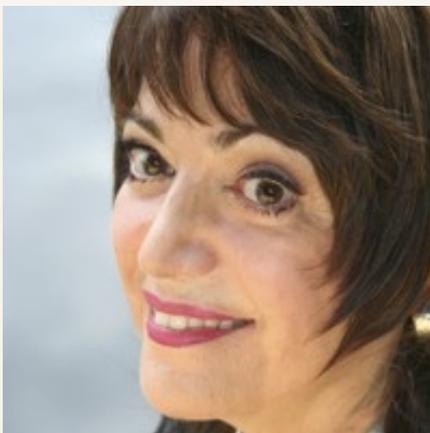
- Crisis—The event that moves the hero to action. In response to this new event, the hero will define a problem to be solved. Your hero asks questions and explores options, and establishes a visible goal he or she must achieve.

of at least two steps your hero takes. Include the ways you guided your hero to success. This gives potential customers the emotional experience of working with you and applying your principles.

- Conflict—The source of emotion in your story. Show us the obstacles and fears your hero was able to overcome by using your system. These are obstacles and fears your potential clients already anticipate, so including them will increase their desire to work with you.

- Climax—Vividly portray your hero's movement of success and victory. Detail the moment your hero crossed the finish line and achieved the visible goal. Include physical and emotional reactions of your hero and the reactions of loved ones.

- Aftermath—The —after|| picture of your hero's new life. Show your hero reaping the rewards of working with you to accomplish the goal. Match the qualities of life your potential buyers want for themselves.



Marketing Tip from Pam Lontos

Use Testimonials In Your Book Marketing.

Every time you speak to a group or someone compliments your book, ask them if they would write a little something that you could use for your marketing. Ask people who you know have enjoyed reading your book or working with you to write a testimonial. Many people don't have time to write a testimonial or know what to put in one. You can assist them by asking what it was that they liked and offer to write something for them (using their own thoughts). Then send it to them for approval (or they can edit it). You can use testimonials on your

You Said It: Members Comments on APSS Benefits

you
said it

“I received very much value from my attendance at the Book Selling University! The piece of information that impressed me the most was that I should not concentrate on selling my book, rather the information in my book. That gives me a whole new perspective.”

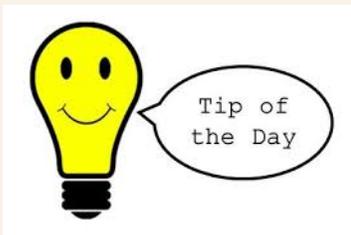
Eleanor Jones



They Said It: Motivational Quotation

“The most important part of a story is the ending. No one reads a book to get to the middle.”

Mickey Spillane



APSS Tip You Can Use Today

Asana (<https://asana.com/>), a free task-management system, gives everyone on your team a bird’s-eye view of all current projects. Gone are the days of emailing co-workers for a file or instant-messaging to find out whether a particular task has been completed.

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