

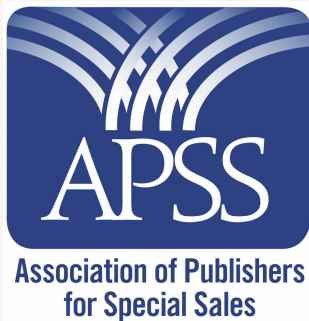
# BOOK MARKETING MATTERS

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**)



**Here are the free, virtual APSS meetings scheduled in October**

**October 11 (6:30 pm ET) *Turn Any Book Into a Course***, by Millie Grenough. Millie walks you through the nine steps needed to turn any book into a course – fiction or nonfiction. It begins with translating ideas into specific words and strategies. For example, these ideas can be the obstacles and challenges found in the average plot. And, how the protagonist overcomes or fails to overcome them. Her nine steps give you tips on how to translate these outcomes into benefits people will get by taking the course. Testing and packaging of courses are in the nine steps. The link to attend is <https://uso2web.zoom.us/j/6762224705>

**October 16 (10:30 - 11:30 am ET): *Using Social Media for Networking and Book Sales***, by Carol McManus

- Tips on how to reach your ideal audience
- Building momentum before your book is published
- 10 easy things every author should do

You will find out:

- What topics are hot and what's not.
  - The most essential sales tool you need in order to sell a manuscript to a publisher.
  - The quickest way to get an agent or publisher to stop in their tracks.
  - The 1 thing to absolutely not do if you are serious about getting a publishing contract.
  - How to get cover endorsements when you don't know anybody who's famous.
  - The biggest mistakes authors make.
  - The things you absolutely must do to make your book stand out.
  - Details about your writing that publishers always look for.
  - The biggest questions publishers ask before they make a buying decision.
  - How to title your book to maximize your sales potential
  - The Pros and Cons of traditional publishing versus Self-Publishing
- The link to attend is <https://zoom.us/j/3671572517>

To Your Success,  
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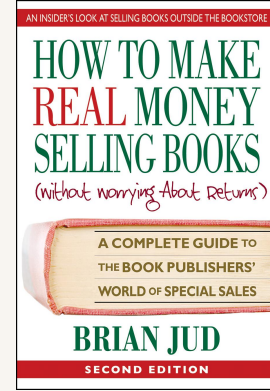
**Sell Your Books in Large, Non-returnable Quantities**

The link to attend is

<https://us02web.zoom.us/j/6762224705>

**October 20 (6:30 pm ET): Get A Book Deal With A Publisher**, by publishing coach, Randy Peyser. There's the book you want to write and the book a publisher – and readers – will buy: Are they the same book? Literary agents receive 1500+ manuscripts a month. Publishers receive 10,000+ manuscripts a year. If you want to get a publishing deal and more readers, you've got to know what publishers (and readers) buy and how to make your book stand out from the pack. Randy will tell you exactly what you need to know to get an agent or publisher to offer you a contract.

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, 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**

A trip to a bookstore (bricks or clicks) offers buyers a choice among many similar products of the same size and shape – on the same shelf. Your carefully crafted communication may become indistinguishable, and consumers may base their decision solely on price. Use your promotional tools to differentiate your content and brand as unique and valuable. Or, call on non-retail buyers (in corporations, associations) where yours will probably be the only book under consideration.



## Tips for Marketing Strategy

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Here are some tips from Chris Anderson, president and curator of TED about making a memorable TED talk. These points are excerpted from his book, *TED Talks: The Official TED Guide to Public Speaking*. They also apply to making a good sales presentation for selling your books.

- Ask yourself if you have something to say. Focus on identifying the kind of idea that a listener would receive as a gift.
- If you have landed on something solid, the next step is to slash back the scope of your talk so that you unpack that idea properly. The single biggest mistake speakers make is to try to cram too much in. Everything you say should be related to your main idea.
- Give people a reason to care. Make a human connection and stirs their curiosity. Use intriguing, provocative questions to explain why something needs a closer look
- Build your case piece by piece, using words and concepts familiar to the audience. Metaphors make the complex easy digest. Stories help to bring people with you one step at a time.
- Finally, practice

## The Very Idea

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## Tips for Distributing Your Book Profitably

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Successful disruption is not something you do just once. Every successful disrupter becomes an incumbent in its transformed industry. Amazon disrupted bookstores 20 years ago, then disrupted its own books-by-mail business model with Kindle e-readers. “If leaders are unable to abandon yesterday, they simply will not be able to create tomorrow,” said Peter Drucker. (Fortune)

Disruption does not necessarily mean discarding your traditional ways of doing important things and coming up with entirely new methods. It can simply be making small experiments with everyday routines, little things that we often think are set in stone but can be changed with just a bit of effort and experimentation. Distribution to non-bookstore markets does not replace selling through bookstores, it opens a new source of revenue.

“Some people think of opportunity the way it’s defined in the dictionary—as a set of circumstances that make something possible—and they talk about it as if it just arrives organically. You ‘spot’ opportunity or wait around for opportunity to knock. I look at it differently. I believe that you have to be the architect of the circumstances, that opportunity is something you manufacture, not something you wait for.”  
Biz Stone, Twitter cofounder



## **Answers to Your Questions About Non-Bookstore Marketing**

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**" Can you give me an example of a corporate sale? Jean Parker**

A National Health Insurance Company was interested in promoting a healthier lifestyle among new clients. To accomplish this goal, an ongoing educational program was implemented. During the first 3 months after signing a new member, a mailing was done on behalf of the company to each of 10,000 employees. The first month, a book on walking was introduced with a booklet promoting the benefits of walking. This booklet also gave suggestions on how to incorporate walking into even the busiest schedules.

In Month Two, a cookbook was provided showing busy people how to prepare healthy meals quickly and how to eat when time is limited. In Month Three, a journal was sent to each participant along with a pedometer. The result was several thousand books being sent each of the first 2 months. The real results are coming in the future... a healthier clientele' with fewer payouts by the Insurance company.



## **Leadership and Growth Concepts By Tom Hill**

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First things first, we need to recognize what state of mind we're in. For example, think of being on autopilot. This kicks in when you allow what was



once exciting and challenging to become boring or mundane. You stop thinking about the situation and, instead, respond in preprogrammed ways.

Where should your focus be? Your mind is always occupied in one of two places: what is going on inside your head or what is going on outside your head. The truth is we need to alternate between being internally focused and being externally focused. When you combine the types of focus (internal and external) with the ways we focus (helpful and harmful) you get four distinct states of mind: autopilot, critical, thinking, and engaged.

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

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Three participants are involved with every talk show: the host, the audience and the guest. Each has a different role to play with a separate reason for participating. The host wants to use the timeliness or controversial nature of your topic to inform and entertain the audience. His or her objective is not to make you look good or bad, but to improve the show's ratings by providing important information (from the viewer's or listener's perspective) in an entertaining, controversial or stimulating way.

*The hosts are not there to hurt or torpedo you. They've invited you because you have expertise to share with the audience and you have as much talent as the person interviewing you.* Benita Zahn

The audience is seeking entertainment, knowledge or a way to pass the time. People do not tune in to be sold something and resent the person who tries to impose unwanted information upon them. If you talk only about your book and why people should

buy it, you probably will not influence many to do so.

*A good guest is someone who knows the audience and who can answer questions without too much about "my book."* Larry Kahn

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.

*Speak English and not jargon; one of the problems many people have is they're so into the details of the subject at hand they expect everybody to know the shorthand. If you're in the business you know what they are, but most of us don't.* Benita Zahn



## **Why Does The Price Of Many Products End in 95 or 99?** **By Brian Jud**

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It seems it would be a lot simpler for both retailers and consumers if the price of that \$29.95 book were instead a nice, round \$30. There must be a good reason why the prices of so many products end in 95 or 99. But what is it?

[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**

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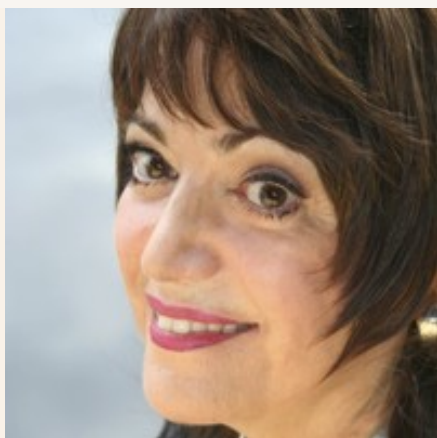
### **The Sound of Writing**

Where you work can have a big effect on your productivity. You might like to work in a quiet room. Or you might crave being around other people and working in a noisy room. That's probably why so many people use Starbucks as a second office.



You might listen to music when you write. After all, people who run or work out get motivated by listening to songs with strong beats and fast rhythms, such as Eye of the Tiger or Flashdance. Why shouldn't you? I like to listen to Bob Dylan's Greatest Hits, Volume 1 and the Rolling Stones' Greatest Hits, Volume 1. Tim Ferriss not only listens to music, he listens to the same album over and over, and he plays the same movie in the background as he writes.

I'm giving you permission—as if you need it—to listen to music, watch a movie, hang out at Starbucks, or lock yourself in a quiet room if that's what it takes to get you to write. It's all good.



### Marketing Tip from Pam Lontos

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**There are more TV talk shows than ever before.** TV talk shows need a constant stream of guests. Since this is a visual medium, you want to work on preparing something visual to offer them. It could be demonstrations of cooking (for a cook book), exercise, exotic photos for a travel book, or interesting houses for a real estate book

### You Said It: Members Comments on APSS Benefits

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“Even though I write fiction, I found most of the suggestions (on the APSS webinar) quite helpful.”

Valerie Stastik



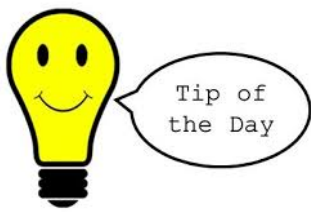
### They Said It: Motivational Quotation

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“Get out of your garage and go take a chance and start your business.”

Kevin Plank, Founder Under Armour





## APSS Tip You Can Use Today

Jeniffer Thompson said, "Did you know winning a book award can not only give your book sales a boost, but it can cement your professional authority and clout as well? Here's an evergreen, comprehensive (and occasionally updated) list of Indie book awards for future reference:

<https://buff.ly/3AU7uel> "

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

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