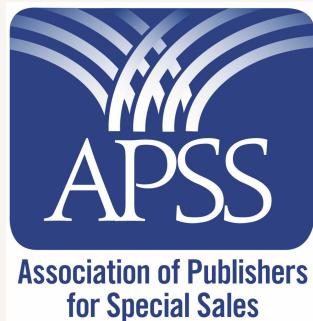


# BOOK MARKETING MATTERS

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](#))

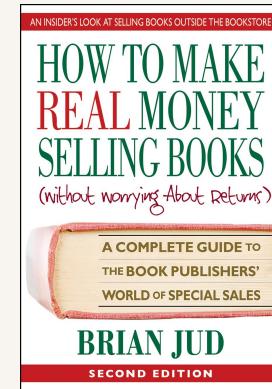


**APSS Southern CA is hosting the first of our FREE Virtual Publishing Workshop Series, "Yesterday Once More: The Power of a Memoir" on Thursday, October 28, 2021 at 12:00 PST on Zoom.**

To attend the event go here:  
<https://us02web.zoom.us/j/83307810815?pwd=NmlwekJLdzV5aHUzYtFTDQ5aWdsUT09>

### Sell Your Book(s) 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, 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-Returnble Quantities



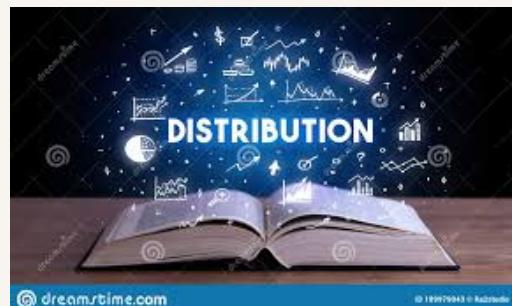
## Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

Watch your body language when selling. According to the Aili McConnon, striking the right balance of power and authority with warmth and empathy is essential when communicating. Here are Aili's important cues. Hold your head straight and avoid tilting it or cocking it to either side. A smile should be used sparingly because too much smiling makes one seem weak. Too little eye contact can make one seem deceptive, but too much can turn into a "stalker stare." When making a point, use the whole hand rather than just your index finger. Pointing with just an index finger makes you appear overly aggressive. People often touch their neck, pull on their shirt collar or lift their hair when they are anxious. "Steepling" with your hands conveys that you are confident. Speaking slowly and pausing makes you seem more authoritative



### Tips for Marketing Strategy

Have you ever thought about how an airplane gets from departure to landing? The pilots' mission is to have a safe and timely flight even though for 99 percent or more of the time they cannot see their destination. But they know it is there. They follow their written flight plan, listen to feedback from controllers along the way, and check their instruments regularly to make sure they stay on the proper flight path. As necessary, they



### Tips for Distributing Your Book Profitably

#### Think beyond the bookstore.

There are many opportunities for sales through non-bookstore retailers (supermarkets, airport stores, discount stores) and to non-retail buyers (in corporations, schools, associations).

**Contact potential distribution partners early.** Do not wait until

make course corrections. This metaphorically applies to selling your books. Create a marketing plan. Even though you cannot see your destination, setting goals will help you keep them in mind as your book takes flight. Be observant and seek feedback along the way to deal with unexpected obstacles. And your plan will serve as the standard against which you can gauge your progress along the way.

your book is completed before contacting prospective distributors. Get their input on content and cover design early in the process.

**Charges for distribution services should be transparent and predictable.** Transparent means hidden charges should be minimized. Predictable means that the contract should have a single percentage somewhere between 20-30% of net sales.

**Customize your proposal.** Your proposal should address five major areas: people, problem, promise, your plan to make it work and your platform.

**Have a series.** Companies in your distribution network are more interested in working with you if you can bring multiple titles to them.

## The Very Idea

Have you ever heard people say, “break a leg” and wondered where that phrase originated? In the early days of Greek theater, a stage was built as a temporary platform. After a performance, people in the audience would surround the actors on the stage to congratulate them. The better the actors’ performances, the larger the number of people who would approach them. If too many converged on the stage the supporting legs could – and often did – break. So, when you make a personal presentation, or are on the air, break a leg!



## Answers to Your Questions About Non-Bookstore Marketing

**Why have a different presentation for each prospect?** Antoinette Richardson

Did you ever watch golfers look through the assortment of clubs in their bags before choosing just the right one for a particular situation? Think of your title's benefits as individual *clubs*, each to be brandished as circumstances warrant. When your prospects tell you what they want to buy, pull out that club and describe what is important to them. Do not use a driver when a sand wedge or putter is the better choice.

Prepare a personal selling kit (similar to a press kit) for each sales call you make so you visually support what you say. *Seeing is believing*, and people may take you more seriously if you put it in writing. Your personal selling kit should include:

- A multi-color piece of *general* sales literature that will make a favorable and lasting impression of you as the consummate professional. Build a case for you as a trusted and respected purveyor of quality books.
- A document that is *customized* for each prospect. This is more specific than the general piece and is not expected to be in four-color because the text is more important than the physical presentation. But if you reproduce at least the graphs on a color printer you can enhance your image and presentation. In any case it should summarize how your content can benefit the company, help its customers, motivate its employees and/or increase its profits. Demonstrate your knowledge of the buyer's company, competitors and industry. If possible, include a case history or success story relevant to this particular buyer.



In any case it should summarize how your content can benefit the company, help its customers, motivate its employees and/or increase its profits. Demonstrate your knowledge of the buyer's company, competitors and industry. If possible, include a case history or success story relevant to this particular buyer.

· Your proposal should be the centerpiece of the kit. It may be a five-page document, but the bulk of the discussion will revolve around it. Use subheads, white space, a clear type face, graphs and good leading to make it a function, *working* document.

· Prepare an order form or sample letter of agreement so you can get the order now, if possible. Leave blank lines to fill in quantity, price, delivery date and payment terms. Review it with your prospect and get agreement on each section, or agree upon (and initial) changes. Get the buyer's signature if there are no (or minimal) changes.

## Leadership and Growth Concepts

### By Tom Hill

Kimo Krogfoss, a philosophy professor living in Hawaii, came up with these rules for living.

1. Tell the truth -- there's less to remember.
2. Speak softly and wear a loud shirt.



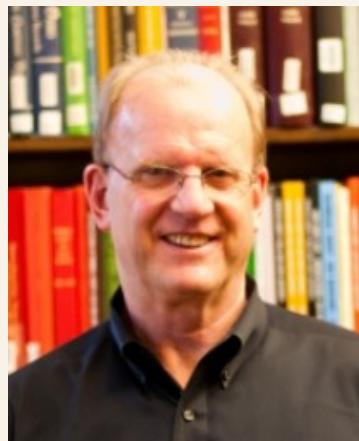
3. Goals are deceptive -- the un-aimed arrow never misses.
4. He who dies with the most toys -- still dies.
5. Age is relative -- when you are over-the-hill, you pick up speed.
6. There are two ways to be rich -- make more or desire less.
7. Beauty is internal -- looks mean nothing.
8. No rain -- no rainbows.
9. Never judge a day by the weather.
10. The best things in life aren't things.

## *You're on The Air*

### Tips for Getting On and Performing on TV and Radio Shows

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Watch your host for an indication of the extent to which you sound convincing. He or she will (intentionally or unintentionally) give signs of rapt attention, skepticism, indifference or outright objection. Look for the host's head nodding in agreement or shaking in disbelief, a questioning scratch on the back of the head or frequent glances at the studio clock. Do not overreact to any one signal, but look for indications of your progress. Ask for feedback and make any necessary adjustments.



## The Equation for Book-Marketing Success

By Brian Jud

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When authors are told they must actively market their books, many say, "I don't like to promote. I only want to write." However, when a book is published the author becomes a salesperson running a business. It is an abrupt, and in many cases unwanted transition that is usually not handled well. But it doesn't have to be that way. I created a formula to help people make the transition from author to marketer. It is not a scientific, qualitative equation, but a quantitative method that is adaptable to any author's personality and genre.

[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**

**Create Ten Stories or Anecdotes for Each Chapter**

When I taught the Dale Carnegie class on human relations, —*How to Win Friends and Influence People*, I shared one of Carnegie's most important points with every class: The best way to overcome fear of speaking is to fill your head with examples and stories. If you have plenty of both, you'll never run out of things to say. That's a good rule to follow when you write your book. I'd like you to create 10 stories for each chapter.

Having 10 blank spaces on paper or on a screen will force you to create. For example, if I said, —What are ten reasons you should pack an umbrella in your suitcase?|| you might think of two or three reasons. For example, I want to protect myself from rain or extreme sun.

If I asked you to think of two more reasons, you might be stumped. I am. But then my brain goes into overdrive. I think, —To use as a self-defense weapon in case I get attacked.|| Or, —To use as a crutch in case my knee pops out.|| Granted, those things are not likely to happen, but you can see where an umbrella might come in handy.



If I have to think of six other ideas, I will stretch my creativity. I might think of stupid things or crazy things. I'm forcing myself to think differently. That's where the best ideas come from. I know a copywriter who writes 50 headlines for each ad. Why? The first ones are good.

Usually the middle ones are fair. But the final ones are brilliant. He uses those. You won't get to the brilliant material if you don't slog through the mire first. The creative process works that way. Frankly, I think it is fun, and I hope you think so too.

**Marketing Tip from  
Pam Lontos**

**Do radio interviews.** These shows need several guests every day. Remember, they want you,



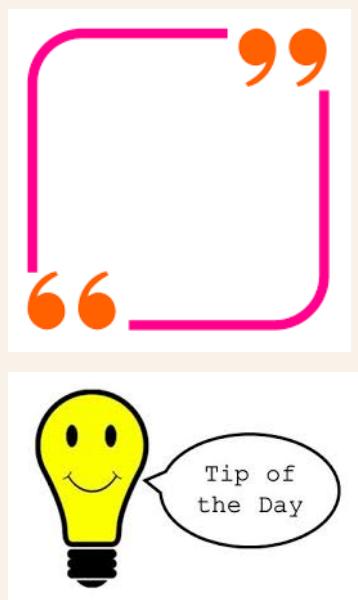
too! Their advertising rates are based on listenership. If you are so interesting that you bring them new listeners, you will be asked back over and over. Be entertaining. Tie the topic of your fiction or non-fiction book into what's in the news right now. Also, think of ways your topic can help their listeners.

## You Said It: Members Comments on APSS Benefits

“No matter how much you know there is always more to learn. This (APSS) conference taught a great deal about getting books sold out of the normal channels.”

Mel Cohen, Inspired Authors Press, LLC

**you  
said it**



## They Said It: Motivational Quotation

“The winds and waves are always on the side of the ablest navigators.”

Edward Gibbon

## APSS Tip You Can Use Today

When it comes to selling, finding the buyer's name isn't the hard part. The real hard part is getting in touch with that person! However, it doesn't have to be, and is probably much easier than you think. Here is a tool you can use to locate the best email contact information for a prospective buyer. Basic GitHub search: A good portion of GitHub users have an email publicly listed on their main profile page. Just perform a simple Google search of the “candidate's name+GitHub” and you will bring up their profile, if they have one. Once on their profile site more times than not you can see their email in their contact info. And of course once you

have the buyer's email, you want to make sure you write an email worth responding to. Send a poorly written email and all of this work goes to waste. Happy sourcing and good luck!

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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.

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