

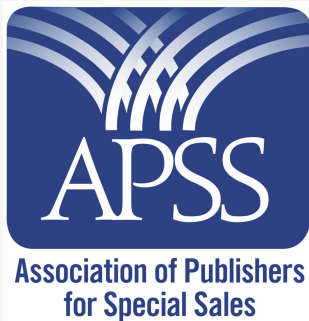
BOOK MARKETING MATTERS

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 November:

November 8 (6:30 - 7:30 pm 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

The link to attend is
<https://us02web.zoom.us/j/6762224705>

November 17 (6:30 pm ET): *How to Sell Directly to The Public Via Your Website*, by Nate Hoffelder. If you are struggling with direct sales or are unclear on where to begin, this webinar is for you. Web design expert Nate Hoffelder will show you the basics of selling books and ebooks via your website.

This session will cover:

- Services and tools publishers can use to sell both ebooks and print books
- Options for outsourcing sales
- Handling sales and shipping in-house
- How to grow sales by driving traffic to your website

The link to attend it
<https://zoom.us/j/3671572517>

November 20 (10:30 am ET): *The Marketing Begins BEFORE the Writing Ends*, by Sharon Castlen. What do you need to consider to create the most marketable book AND have the distribution and marketing plan in place long BEFORE the publication date? Learn the keys for: determining the right title, creating a cover that will sell, developing the right front and back matter to increase sales, writing back cover copy that works, and securing CIP data. Learn how to find your early reader endorsements to ensure the greatest marketability in your target markets. What often keeps the book off the shelf and out of view of the consumer?

The link to attend is
<https://us02web.zoom.us/j/6762224705>

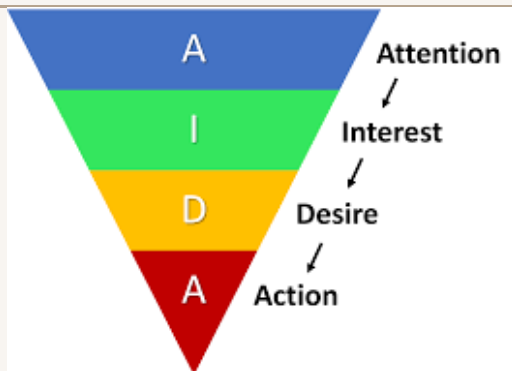
To Your Success:
Brian Jud

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



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

The publishing marketplace is like an iceberg. There are visible opportunities (bookstores), making it easy to chart a course. But there are many obstacles and hazards (returns) that are potentially perilous for those who proceed unsuspectingly. Look to non-bookstore markets for smooth sailing on a steady course. APSS can steer you to the large, hidden market of non-returnable sales



Tips for Marketing Strategy

Providing more information does not necessarily mean that the recipient receives and understands your message. Sometimes using fewer words makes it clearer and more memorable. Remember the copywriter's simple formula AIDA to quickly get:

Attention: Get the recipients' attention quickly using words that are important to them.

Interest: Once you have their attention, increase their interest in



Tips for Planning Profitably

What is Marketing Planning?

1. Planning is a course of action relating your firm's strengths and abilities (which change over time) to customers' needs (which also change over time) leading to the progressive realization of your business goals.

2. Do not think of the word plan as a noun -- a document created at the beginning of a fiscal period. Instead, think of it as a verb, a technique to help you organize and direct your thinking so you can prepare your

listening to you (or reading more) by expanding upon the attention getter and building their curiosity.

Desire: Add a few secondary benefits that support your attention-getter and motivate them to take favorable action.

Action: Ask the recipient to do something – buy, reply or arrange an appointment to meet personally.

As the old marketing adage says, “Tell me quick and tell me true, or else my friend, the heck with you.”

activities over the planning period.

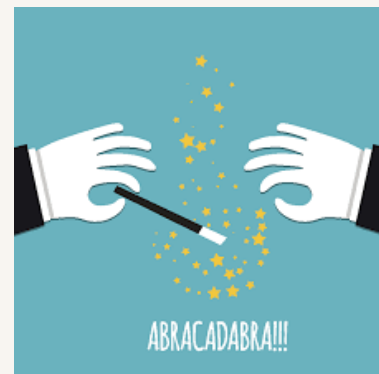
3. The objective of the planning process is not a physical plan, but a course of action. The written plan documents the course of action.

4. A plan is a working device, a rulebook and a reminder of the actions you should take to ensure the long-term stability of your business.

5. A marketing plan is a controlling device to be used daily.

The Very Idea

Jeff Bezos learned the importance of clarity when choosing a name for his company. “He initially wanted to name his online startup Cadabra, as in the old magician’s term ‘abracadabra.’ When he called to speak with a lawyer about incorporating the company, the attorney misunderstood the name as cadaver.” He changed it to Amazon.com.



Answers to Your Questions About Non-Bookstore Marketing

"What if I tell a buyer how my content can solve his problem, but then he decides to create new content himself? Jose Redding

That could be a problem, so you must be prepared to combat it. Prepare a *Real Options Analysis* to have a ready answer to the following questions.

1. What if we decide to write the material ourselves? This is the “buy vs. build” quandary. Show how a decision to write their own book would result in higher costs, time delays and perhaps the addition of a new employee.

2. What if we go with someone else?



3. What if we do not do it at all? There is an opportunity cost associated with not taking a course of action. Describe how this could extend the current negative conditions that you described in your situation analysis.

4. What if we delay the decision and do this later? Remind the buyer again of the *pain* they are experiencing and how a delay could cost more than what

Your competitive analysis will prove its worth here. After asking which competitive titles are under consideration, describe how your proposal differs from, and is superior to each.

Leadership and Growth Concepts By Tom Hill



You probably already know that becoming a great leader is not going to be a smooth ride (growth is not easy), so we want you to be prepared for the inevitable roadblocks. If you are prepared, you can recover from anything. Let's start with a basic understanding of the various characteristics you need to prepare.

- **Personal Assessment:** This is where you will start. Who are YOU? What strengths do you have? What are your gifts? How can you compensate for your weaknesses (yes we all have weaknesses)?
- **Inspiration/Purpose/Mission:** Where do you get that fire in the belly from? What motivates you? What is your "why"? What are you willing to endure to achieve your goal?
- **Plateau:** Do you set proper goals? How do you track them? Where do you go (mentally or physically) when "it's not working"? What is discipline and how do you stay on course to reach your goals?
- **Roadblocks:** How do you leverage your network? Gain access to our network? Where do you go to find solutions? Roadblocks are inevitable and can be overcome with proper thinking and planning.
- **Emotional Dip:** I quit! I can't do this! Why is this taking so long? Emotional Intelligence is critical to have in your arsenal; this is where most people break down.
- **Breakthrough:** Our primary motivation is achieving your "Break Through" moment. There is nothing more gratifying than seeing your hard work pay off.

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

Your general anxiety may cause you to speak more quickly than you would normally, distorting your articulation and interfering with effective communication.



You don't want to speak too rapidly. Remember that people may be picking you up over static or while driving in their cars. Jim Bohannon

The normal rate of speed is about 130 - 140 words per minute. You can learn where you fit on this scale by counting 130 words. Time yourself saying them. If you speak too quickly or too slowly, practice until you get a good feel for your most comfortable and effective rate. You may see these hand signals relating to your rate of speech:

- Two hands moving away from each other in a horizontal movement that looks like pulling taffy: keep talking. There is more time to fill before the break or end of show.
- Index finger rotating: speed up, time is running out (the faster the motion, the less time you have). Wrap up quickly and let the host take over.
- Index finger or hand brought across the throat: time is up! Stop talking immediately!



Marketing Planning for First-Time Authors

By Brian Jud

Although this is the time to begin planning your marketing activities for 2022, some publishers avoid this task because they do not know how to do it. For others, the conventional, platform-based marketing plan (with its mission statement, executive summary, market analysis, goals, strategies and actions) is intimidating.

Platform-based planning builds upon previous experience, with goals described as an increase over last year's achievements. Planners know what did and did not work in the past, so their lists of strategies and actions are based on that familiarity. But first-time authors have no history of marketing their books, and they do not know how to begin planning.

Excerpt from *Write Your Book in A Flash -- The Paint-By-Numbers System to Write the Book of Your Dreams—Fast!* By Dan Janal



Interview experts to give your book more credibility. Readers like to see other experts validate your points.

Quoting people is a great way to build your network. They might help promote your book or introduce you to other experts who could provide additional information.

Interview Tips

First you have to secure an appointment. People are busy and might not want to talk to you; therefore, you must show them why it is in their best interest to talk to you. You might point out you will quote them by name, title, and company. If they are authors, you will print their book titles and put links to their sites or their books on Amazon. Assure them you will not steal their work, and you will make them look good. Yes, experts are concerned about how you will represent them.

Record the interview using free software like Zoom. The recordings will allow you to review the interview to make sure you accurately quote them, and you can even publish the videos (with permission) on your website, YouTube, or even as a podcast. When you talk with them, follow these tips:

- Call or arrive on time.
- Ask for permission to record the session.
- You call them, not the other way around.

- Ask them how much time they have—even if you confirmed the time before. It shows you respect their time.
- Remind them how they will benefit by talking to you.
- Write your questions in advance. Don't wing it, because you might sound disorganized. You can always ask more questions during the interview.
- Ask easy questions first and difficult questions last. The easy questions make people comfortable. They will start opening up to you and will offer more insightful answers. If you ask questions that are more challenging too early, they might get defensive or shut down.
- You may or may not want them to review what you write. Pro: they can spot errors or correct miscommunication. Con: they might be very picky and revise to the point of distraction. They might take a long time to get back to you and upset your schedule. If you let them review your work, ask them to return their comments by a certain date.
- Offer to send them a copy of the book.
- Ask them for a testimonial or a review if you have built rapport with them.



Marketing Tip from Pam Lontos

One Way to Build Interest is to Speak About Your Book

Whether you get paid \$5,000 for a talk or do it for free, you can sell tons of books whenever you give a talk. After you speak on your topic, the audience wants something more to take home with them so they will buy your book immediately and want you to autograph it for them.

Sell books immediately after your talk! Don't wait until the lunch break or between programs. People are in too much of a hurry to get somewhere else and will cool down quickly. Here are some places to consider speaking and selling books:

- Libraries
- Junior Colleges
- Chamber of Commerce
- Association Meetings
- Company meetings
- Church Groups
- Local Associations (Elks, Lions, Rotary, Kiwanis, etc.)

You Said It: Members Comments on APSS Benefits

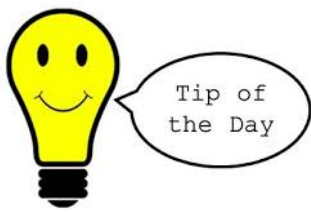
“Your (APSS) seminars are so informative that I will listen to them over and over and I am sure each time I will glean more info - thanks for being so creative and for your willingness to share your ideas.”

Joan Gross



They Said It: Motivational Quotation

“Character consists of what you do on the third and fourth tries.”
James Michener



Eastern National (<http://easternnational.org>) was founded in 1947 to serve the national park system. It operates more than 150 units of the National Park Service in the Eastern United States, Puerto Rico, and the United States Virgin Islands. It is located at 470 Maryland Drive, Suite 1, Fort Washington, PA 19034.

Eastern National (<http://easternnational.org>) is an independent publisher producing educational products for the National Park Service. “Our publications are different from those developed by traditional publishers,” Erin Sweeney, Inventory Replenishment Manager at Eastern National explains, “because Eastern National collaborates directly with the parks to produce educational material to fit specific needs within the park.” It is located at 470 Maryland Drive, Suite 1, Fort Washington, PA 19034.

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