

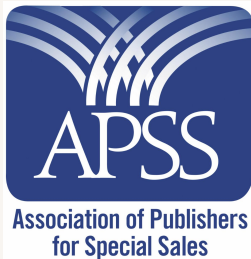
BOOK MARKETING MATTERS

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**)



Your book as the perfect Holiday gift!



The APSS Bookstore was created to make it easy for you to buy other APSS members' books – and for them to buy yours -- as a Holiday gift. See it at

<http://bookapss.org/books/>

To place your book in the APSS bookstore contact

Kim@bookapss.org

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

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

When selling your ideas to others, you are questioning the existing rules and assumptions, so you must expect some resistance. Some resistance to change is not bad. If people changed with every new idea that came around there would be chaos. Debating the relative merits (or lack thereof) of your idea has



benefits. It can shape and add value to it. Creating a new idea is just the first step in a process. Now you must get others to buy into it to help make it work.



Tips for Marketing Strategy

Publishers place great attention on the figure at which to price their books, but too often they ignore the customers' perspective. Corporate buyers seeking a promotional product compare the available options (books, coffee mugs, golf shirts, etc.), so they evaluate your price differently. They weigh the perceived value of your content (for reaching their goals of increasing sales or employees' productivity) against the asking price. They evaluate the cost of the purchase relative to the return on it. (See courses on pricing at Book Selling University:

<https://bit.ly/2IAQn55>)



Tips for Planning Profitably

Planning is a process that forces you to focus on important issues and answer tough questions that you might have otherwise avoided.

The act of planning is perhaps the most difficult, most necessary and most overlooked part of marketing.

Planning allows you to take an objective, critical look at your business, markets and competition and create ways to improve your position in each segment.

The act of planning is simply setting a general direction for your business and then developing the actions you must take to get there.

Your marketing plan serves as your roadmap, detailing your course from where you are to where you want to go.

The Very Idea

Most men in the early west carried a jack knife made by the Buck knife company. When playing poker, it was common to place one of these Buck knives in front of the dealer so that everyone knew who he was. When it was time for a new dealer the deck of cards and the knife were given to the new dealer. If this person didn't want to deal, he would "pass the buck" to the next player. If that player accepted, then "the buck stopped there." Accept the challenge of selling to special sales (non-bookstore) buyers, you can start making many bucks!



Answers to Your Questions About Non-Bookstore Marketing

**"I have tried calling on corporate buyers, but get rejected regularly. How can I maintain a positive attitude after frequent rejection?"
Frederick Lowe**

Rejection is a way of life. Be forewarned that you will be rejected far more times than you will be accepted, and this may wear away at your attitude. But do not take rejection personally. That is easy to say, but it can be done if you accept rejection as a challenge to improve your strategy and tactics and thereby increase the likelihood that you will close the sale next time.

If you have ever been rejected, remember that not all experts are correct. These quotations may make you feel better:

"There is no reason for any individual to have a computer in his home." Ken Olson, founder of Digital Equipment Corp (DEC)



"There will never be a bigger plane built." Boeing engineer after the first flight of the 247 plane that held ten people

"I must confess that my imagination refuses to see any sort of submarine doing anything but suffocating its crew and floundering at sea." HG Wells in 1901

"We don't like their sound and guitar music is on the way out." Decca Recording Company on declining to sign the Beatles in 1962



Goal setting is clearly documented by long-term studies completed at major universities as a proven method for getting what you want from your life. Only three percent of the population use written goal-setting methods in their lives. These same people overwhelmingly control the wealth, not just of the United States, but in the world. The process of goal setting creates a focus and engages universal laws to assist the seeker.

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



"While you're on the air it would be a mistake to try to think about speaking up and speaking down and getting your information across and waving your hands. You're going to look like a clown. The best thing is to know your information, look the interviewer in the eye and believe in what you're saying. "

Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY



Five Touchpoints to Any Sale

By Brian Jud

Whether you are selling yourself to a potential employer, to your boss for a promotion, or to a prospective buyer to purchase thousands of your books, it takes five touchpoints to make the sale. A touchpoint may be a phone call, videoconference, extended email exchange or a personal meeting.

[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

The most important part of the first draft is getting it done. It doesn't have to be perfect. It doesn't have to look pretty. It doesn't even need to have all your facts and stories. It just has to get done.

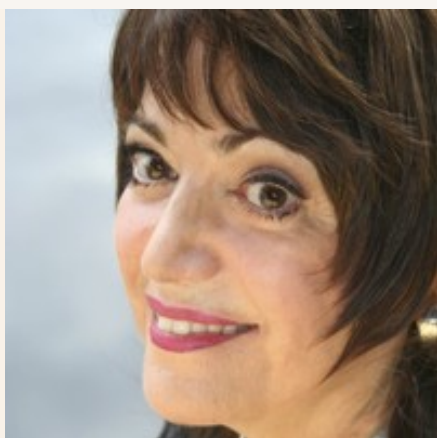
Completing a first draft is a major accomplishment. You should be proud when you see it rolling off your printer. Put it aside for three days, and then reread it with a fresh view. If you're like me, you'll be surprised to see what you forgot to include. Chapters that seemed to flow when you first wrote them may need to be reorganized.



Don't get discouraged.

The great thing about seeing holes is you will see where to fill them. This is all part of the writing process.

Anne Lamott, in her classic book about writing, *Bird by Bird*, said all first drafts are –shitty first drafts. I agree. Once you have a first draft, you can clean it and polish it. But without that first step, nothing happens.



**Marketing Tip from
Pam Lontos**

When you speak to groups about your book, have a hand-out.

Don't make your hand-out an ad. Put in interesting facts about your topic that benefit those in your audience. Don't make it a fill-in-the-blanks format. Make it something the audience would want to keep because it's valuable or interesting or fun. It could be "10 Tips on Buying a House" or "Foods Highest in Antioxidants." This way, they will take it home and want to buy your book for even more information. Often people see or hear of your book but then forget the title before they have a chance to buy it. With a hand-out, they have the name of your book with them.

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

“I think everyone did a very good job in presenting the information at the APSS workshop. I was impressed with the amount of new information about the publishing business of which I had previously no clue. I was able to follow everything, and it made sense to me.”

Eleanor Jones

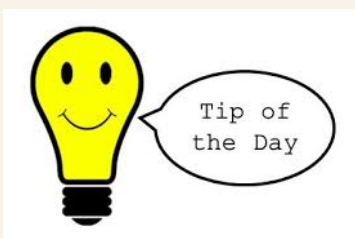
you said it



They Said It: Motivational Quotation

“The greatest dreams are always unrealistic.”

Will Smith



APSS Tip You Can Use Today

Cost-U-Less opened its first retail warehouse store in 1989, on the Hawaiian island of Maui and operates warehouse-style stores in offshore island communities. Today, Cost-U-Less operates mid-sized warehouse-club-style stores in the United States Territories, the Hawaiian Islands and foreign island countries in the Pacific and the Caribbean. Their primary strategy is to operate in island markets, offering predominately U.S. branded goods.

The book buyer may be reached at buyer29@costules.com. Corporate Headquarters is located at 8160 304th Ave S.E., Building 3, Suite A, Preston, WA. 98050; (425) 222-5022, fax: 425-222-0044; website is <http://www.costules.com/>.

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

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