

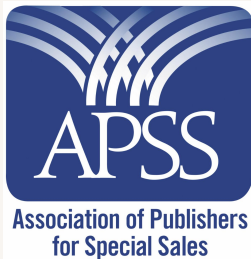
BOOK MARKETING MATTERS

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

The author is essential to the success of the book, giving energy behind the book to make it something that a customer will come in and ask for. That is what makes the difference in a book that sells, that develops legs and has a life of its own. Otherwise it goes on the shelf and stays there for 3 months.

Then it gets returned.



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

You may be busy promoting your book but you may not be getting closer to your goal. Periodically assess your progress and make any changes to your plan that are necessary.

The usefulness of a business plan is not measured in pounds. Make your plan useful, not symbolic.

The emphasis of planning is on creating a unique, practical, realistic and effective game plan.

Your business plan defines your company's purpose and describes your marketing, financial, personnel and facilities plans and how they will interact.

Your marketing plan allocates the resources that direct your quest for optimum growth, which could be driven through internal development or acquisitions.

Your plan is a reminder of what you should be doing. An indelible record

will prompt you to perform certain tasks.

Titles are like people in the sense that they will grow according to their individual needs and circumstances.

The Very Idea

Jim Sollisch is the creative director of an advertising agency. He helps his team become more creative by taking away their choices and putting them in a box (metaphorically). “Give a creative team the world of potato chips to explore and they’re immobilized. Give them the word ‘crunchy’ and watch them go. People think they hate boxes, but it’s in boxes that the creative process thrives. In a tight box, the will is not drained by too much decision making. You are free to find the unexpected, to focus on what matters.”



Answers to Your Questions About Non-Bookstore Marketing

"Does a sales proposal jump right in and describe how great my book is?"
Stacey Richards

Your proposal should begin with background information that describes the events that led up to the current situation. This sets up the discussion of your content as the solution. Describe the research you did on the prospects, their organizations and competitors, and how that information led you to make this is proposal. Remind your prospects of their contributions to the analysis to give them some equity in the outcome.

Next, list the criteria the prospect cited as his or her conditions of the sale. What are the specific *Key Performance Indicators* against which the success of your proposal will be measured? If your book is being used as a premium by an association to increase its membership, will it be expected to generate



You are part of the proposal, too

The company may need the content you offer, but why are you the best source of that information? How long has your publishing firm been in existence? What are some of its notable achievements? List your company’s (or the author’s) credentials and why your experience is critical to the success of your proposal. The *people* aspect of the sale is critical. Buyers want to know they are dealing with a reputable supplier. You may even offer a brief case history describing how you helped an organization in a similar

new memberships or increase the rate of renewal of current members? If so, by how much? Will a product manager expect the use of your book as an ad specialty to increase customers, sales or profits? By how much? Define the parameters of success so you can demonstrate accomplishment (and at some point in the future, make a case for repeat orders). Make your book a contributing factor to the achievement of these objectives, not the sole source of success. Give yourself some "wobble room" if the metrics are not reached.

situation.

The remainder of your pitch shows how your idea meets these criteria, will lead to success and why you should proceed immediately. Make the buyers feel "it's you and me against them." *Them* may be a competitor, business problem, market situation or a frame of mind. It really does not matter as long as the buyers perceive that you and they are on the same side, working as a team to solve *their* problems

Leadership and Growth Concepts

By Tom Hill



Chief Executive Jeff Bezos tries never to schedule a meeting before 10 a.m.

"I go to bed early, I get up early, I like to putter in the morning" reading the newspaper, drinking a cup of coffee and eating breakfast with his children, he said. Mr. Bezos schedules "high IQ" meetings before lunch, and tries to finish making his tough decisions by 5 p.m.

Mr. Bezos said his primary job each day as a senior executive is to make a small number of high-quality decisions. That means getting eight hours of sleep, too. "I think better, I have more energy, my mood's better," he said.

If he slept less, he could make more decisions. But it wouldn't be worth it. "If I have three good decisions a day, that's enough," he said. "They should just be as high quality as I can make them." The insight into Mr. Bezos' philosophy on time management came as the Amazon founder Thursday addressed a crowd of roughly 1,400 at an event held by the Economic Club of Washington, D.C.

He reminisced on the early days of Amazon and the lessons he has learned during decades of rapid change as he went from founding the online bookstore in his garage to overseeing a massive company with several business lines and offices around the world.

That explosive growth helped push Amazon last week to briefly become the second U.S. company to reach a \$1 trillion market value, after Apple Inc., and has made Mr. Bezos the richest person in the world. It is a title Mr. Bezos said he has never sought. "I would much rather if they said like, 'inventor Jeff Bezos' or 'entrepreneur Jeff Bezos' or 'father Jeff Bezos.' Those kinds of things are much more meaningful to me," he told the audience.

'Everything I've ever done has started small. Amazon started with a couple of people.'

—Jeff Bezos

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



Before you go on any shows, plan how you will use transition statements to lead the conversation back from an irrelevant question to one of the points you feel compelled to make. Then for each transition statement, create an example you can use to illustrate your agenda item.



Don't Just Do Something, Stand There

By Brian Jud

Now is the time to plan what you will do next year to meet your goals. Many do not plan because they know what they are going to do. Just for a moment, think it differently. Planning is like laying track for a railroad -- it establishes a solid foundation, provides a path to your destination and controls deviation. And it helps you to continue moving toward your destination when uncontrollable events occur. But just as the track does not propel you forward, neither does your plan. Your passion and productive action provide the fuel for the engine taking you on your journey to success.

[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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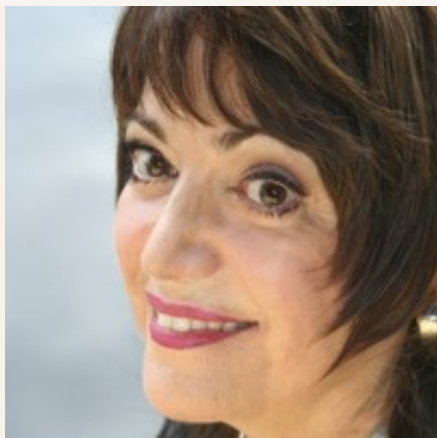
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Marketing Tip from Pam Lontos

Don't Ignore Small Publications

Although they aren't sold on newsstands, you never know who's reading them. Pam Ammondson did an interview with a small travel magazine not expecting anything to come of it. A writer at *Time* magazine happened to read the article and called to interview her. When *Time* came out, NBC Nightly News saw it and she ended up having a film crew come to her house for the Tom Brokaw newscast. And boy, did she sell a lot of books!

You Said It: Members Comments on APSS Benefits

As APSS's author of the month, I received a half-

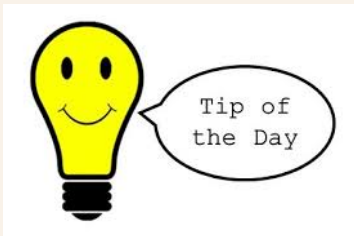
you
said it

hour phone consultation with Brian Jud. What a wealth of information he provided! My opportunities, suggested by Brian, for distributing my books outside of bookstores (online & brick/mortar) will keep me busy for several months. I'm excited to explore these. I have been a member of APSS (APSS) since 2009 and have never hesitated to renew my membership. APSS always provides solid ideas for book distribution and author learning. I highly recommend this organization for all writers." Cheryl Carpinello



They Said It: Motivational Quotation

"I listen to critics because they're often a good source of information for what you have to do differently." John Chambers



APSS Tip You Can Use Today

The Western National Parks Association (www.wnpa.org) is the official nonprofit partner of the National Park Service and its 67 national parks in the western United States. Headquartered at 12880 N. Vistoso Village Dr. Tucson, AZ 85755, WNPA ensures that all products (including books), services, and programs enrich the visitor experience.

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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