

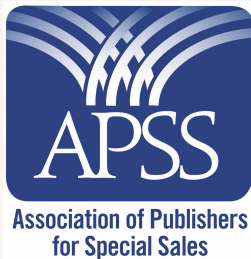
# BOOK MARKETING MATTERS

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](mailto: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

A very successful orchestra arranger from Los Angeles was asked how he got to be in the top of his profession. He said he was not the most talented or creative but when he put himself in positions of being asked to do a task he always rose to the challenge. In the process, he became very, very good at



what he loves to do. His first step was to improve his education to the point that he could fake-it-till-he-made-it. Then he took the action step of moving to L.A. Then he networked with the people who could give him a break. Then he blew his own horn and let everyone know what it was he wanted. He got it. You can, too, by getting serious about selling your books to non-bookstore buyers.



### Tips for Marketing Strategy

Profits are what keep your company prospering. They allow you to hire employees, invest in new products, cover expenses and focus on doing what you do best. Profits result from profitable sales. Don't undercut your ability to prosper by cutting your price.



### Tips for Planning Profitably

Each title you publish may flourish by using habitual marketing techniques, but in most cases each one will be different enough to require a unique growth plan.

The planning process gives your annual plan a sense of relevance and flexibility and gives you the chance to fine-tune your actions while responding to unforeseen opportunities.

List the actions that need to be performed in the first quarter and then assign each a start date. This automatically creates your monthly plans for the quarter.

Just as you are planning to grow your business, your competitors are doing the same thing. There is no standing still ñ you either move ahead or fall behind.

If you try to do a little bit of everything, you will not be able to create and maintain a distinct

competitive advantage. Plan and coordinate the ways in which you will allocate your resources.

Planning creates consistency of performance, which in turn defines your reputation.

## The Very Idea

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Were you overcharged? Once their book is finally published, authors sometimes start marketing with great passion and enthusiasm. When sales do not meet expectations, they slow down and eventually give up. That is like sprinting at the beginning of a marathon and losing the stamina to finish. Instead, pace your activity for long-term growth, knowing that it takes years to establish yourself as an author, and your content as worthy of large sales.



## Answers to Your Questions About Non-Bookstore Marketing

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**"I don't feel comfortable selling on the phone. What tips do you have for doing that?" Kayla Warren**

**Do not try to sell on the telephone.** Once you have your prospect's attention and permission to proceed, follow your opening statement with a comment enticing the listeners to invite you to come in for a personal meeting or to meet at an upcoming trade show or association meeting. Do not tell your entire story now, but only enough to whet their appetites. Your objective should be to arrange personal meetings with the ultimate decision-makers. If that is not possible, make appointments to talk later when they may devote their full attention to what you are saying.

**Create and use a script to improve your performance.** Actors and actresses use scripts to make sure their performances are precise and capable of being reproduced



- *Momentum.* If you are having success with your telephone activities, a script will help you continue *on a roll*. Conversely, it can help you bounce back quickly from a particularly negative discussion.

Offer a "hook" to get the listeners involved, just as you would with an effective press release. Make a statement or ask a question that involves them in what you have to say. A statement should respond to their unspoken concern: "OK. Now you have my attention. Tell me what you have to say, and you had better make it worthwhile."

regularly. Professional speakers use scripts so their presentations are made smoothly and completely. You can use a script to make your telephone calls more effective and efficient, and the words will walk right out of your mouth.

A script is not a detailed document you read word-for-word to your prospect, eliminating your spontaneity and charisma. Instead, it should be an outline providing consistency, security and momentum to your calling efforts. A script can give you ...

- *Consistency.* Telephone calls are rarely identical to one another, so your presentation should be flexible and natural. However, the sequence in which you present your information should be consistent.
- *Security.* Although the words you use on any one call may or may not be similar to another, a script makes sure that you move from step to step, methodically. It should make your major points sequentially while keeping the conversation proceeding in orderly fashion toward its proper conclusion. If you begin to lose track of your thoughts, your script will keep you moving ahead, marching with the precision of trained soldiers who know the drill. It can eliminate unwanted periods of awkward silence as you search for the proper words to use.

Once you get to talk with your prospects, uncover their criteria for making purchases. Ask questions that bring their hot buttons to the surface. Do they use books as premiums? If so, what were the results? If not, why not? Accumulate information upon which you can later make a more formal proposal.

Getting people to buy is basically a question-and-answer process with you asking most of the questions. For example, you may want to sell the 6" x 9" book you have on dieting. Even though your prospects like its content, they may think your book is too large for the store. You will lose the sale if you persist in pushing your book as is. A successful dialogue might go like this:

## Leadership and Growth Concepts By Tom Hill

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An ideal state of mind fluctuates between thinking and engaged—whatever a current situation demands of you. Try listening to your thoughts without critiquing. Attempt to stay neutral. Once you've mastered that try to consciously notice more, make an effort to practice and be present in the moment.

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

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Taped interviews to be aired later are produced at a time convenient to both the host and the author. Since you are not working under the pressure imposed by a live show's schedule, there is more time for you and your host to plan the topics to be discussed. You will find radio appearances are enjoyable events, performed in comfortable clothes at the studio or from your home. There are other benefits to taped radio shows.

You will usually have more time devoted to your message.

There will be no calls from listeners (this can be a positive or a negative feature, depending on your goals and personality).

Guests fearing a contentious host feel more at ease while taping. If the interviewer becomes argumentative, you can stop talking and voice your concerns.

If you blunder or lose your place during the taping, the host can stop the tape and delete that part.

Taped shows can be rebroadcast. If your topic is evergreen (always relevant) and if your performance is adequate and not time sensitive (for example, if you do not mention something that dates your conversation), your show may be played again in the future.



## **How to Relax When Making A Sales Presentation**

**By Brian Jud**

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Making a professional sales presentation to one or more prospective buyers is integral to making a large-quantity sale of your books. Yet, some authors fear doing that and let nervousness get in the way of delivering their message successfully.

Depending on your level of experience, there are three things could happen once you are introduced (and you might experience all three at different times).

**[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**

**Define Your Primary Audience.**

You want to focus on one key market. In fact, marketers want you to focus on one key buyer. They call this person an –avatar,|| a detailed description of your ideal client. That includes demographics, psychographics, fears, and motivations.

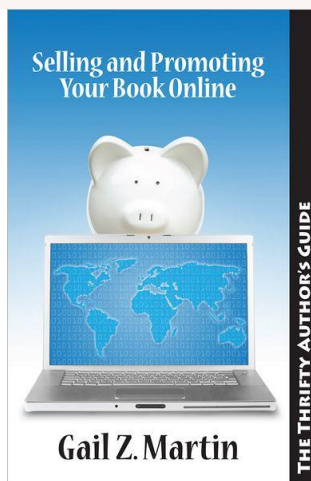
Although this exercise is fairly well known among marketers, I first learned it at a seminar hosted by Christian Mickelsen, a coach who teaches coaches. Let me paraphrase what he told us:

–My ideal client is named Judy. She’s 44 years old and has two kids. She drives an older model SUV and has spent two thousand dollars on coaching seminars online. She wants to be a coach, but she has trouble asking for the order. When she gets a client, she doesn’t charge enough. She wants to help make the world a better place, so she works with people who say they have no money. Her husband says, ‘When are you going to make money with this coaching thing?’



Suddenly, forty middle-aged women burst out laughing. They might not all have been named Judy, but otherwise they fit the description!

That’s pretty specific, wouldn’t you agree? As I looked around the room and noted that another person and I were the only men, it became apparent Christian knew his market.



**Marketing Tip from Gail Z. Martin**

How do you find the media? This is where you have a choice between elbow grease and cash. You can buy media lists from organizations (such as the Association of Publishers for Special Sales) that are compiled especially for book promotion. These lists can save you a lot of time, but they may not be tailored to your genre or your special niche. You can also compile a list yourself—an approach which is time

consuming but thorough. You can hire someone to compile the list for you (not necessarily expensive if you find an assistant through Elance.com or Craigslist.com). Or, you can hire a PR agency to promote you to the media list it has compiled.

## You Said It: Members Comments on APSS Benefits

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you  
said it

“With APSS I really feel more connected to the specialty world and I now have some immediate actions.”

Kim Catalano

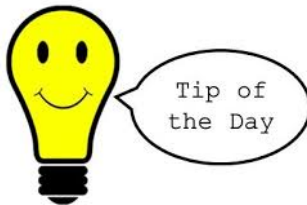


## They Said It: Motivational Quotation

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“Books are the carriers of civilization. Without books, history is silent, literature dumb, science crippled, thought and speculation at a standstill.”

Barbara Tuchman



## APSS Tip You Can Use Today

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Book Clearing House Distribution and Fulfillment has been in business over 15 years providing order fulfillment for Small Presses. We represent over 800 Small Presses, distributing over 4,000 titles. These books, videos and audios are often not in bookstores or the Internet. The subject matter covers a broad range of fiction and non-fiction (click on Book Categories.) Browsing our Book Categories and Titles will suggest other books in your area of interest. BCH caters to titles tending to be underrepresented in most bookstores and data bases. More information at [www.bookch.com](http://www.bookch.com).

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*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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