

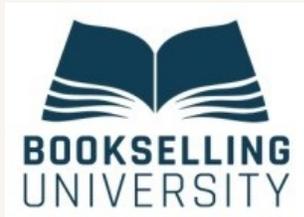
BOOK MARKETING MATTERS

Brian Jud's free, bi-weekly ezine dedicated to helping you get your share of the special-sales markets and sell more books profitably.

Volume 21, Issue 3 Number 476 February 1, 2021

More Benefits and Savings for APSS Members

(The Association of Publishers for Special Sales - [Join Now](#))



The APSS Virtual 2021 Book Selling University was a great success! More than 400 people registered (33% more than last year) for the 10 courses conducted by 12 different speakers with over 1130 "virtual seats" filled (40% over 2020). Everyone (from Alaska to England) discovered

more ways in which to profitably produce, publish, monetize, protect and market their books in ways and places they never thought of before. The feedback has been excellent, and here are some of the comments from attendees:

"What a great University!" Connie Bombaci

"Fabulous conference!" Tami Dever

"Great two days!!!!" Dana Bree

"I've really enjoyed this series this week." Linda Jackson

"Thank you very much for all that you do for us." Gary Niki

"Fantastic conference." Mary McArthur

"These classes are great, Brian! Thanks!" Wayne Lee

"My mind is smoking." Russ Riendeau

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



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

Stop selling your books and make more money. This may sound odd for a publisher, but you can achieve the most success by not selling your book, but by *selling the benefits* buyers receive from your book's content. In other words, the form in which your content is sold is less important than the content itself – particularly to non-retail buyers (in corporations, associations, etc).



Tips for Marketing Strategy

Selling books to corporate buyers is like exercising. Every January my (Brian Jud) gym gets crowded with people trying to follow their New Year's resolutions. By February most have given up. It is harder than they expected, and the results are not quick to come. Do not let that happen to your goals for your book. Large quantity special sales take time – sometimes years. Stick with it until you reach your objective.

The Very Idea

“The time has come,” the walrus said, “to talk of many things. Of shoes, and ships, and sealing wax, of cabbages and kings.” Combining unusual ideas is at the heart of creative thinking. Guttenberg combined the wine press and the coin punch to create movable type and the printing press. What if you combine a chair and a bookshelf for easy access to a relaxing read? What if you combine your children's book with a plush toy, or your Christmas book with a plate for Santa's cookies? What different ideas can you combine to make your content stand out from the crowd?

Answers to Your Questions About Non-Bookstore Marketing

"Once I define my target buyers, what's next?" Anson Waterman

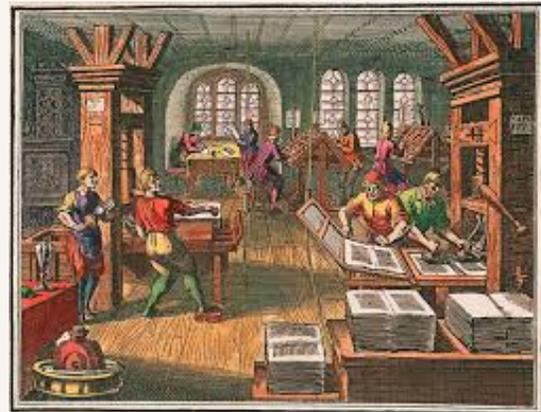
Now that you have defined your target readers, your next step is to find the names of potential buyers to whom you could sell



Ideas for Successful Planning

Planning for 2021 is a process, not an event. See the four-part series of articles on this process: Step One: Marketing Strategy Rules; Step Two: Marketing Choreography (Planning); Step Three: The Hidden Power of Marketing; and Step 4: The Measure of Marketing. Find these among many other free articles at

<http://tinyurl.com/85o9f3k>



in each segment. At this point your objective is to accumulate a large quantity of suspects – people who *might* be a prospective customer -- deferring judgment as to their relative ability to buy. After you gather as many names as possible, appraise their relative worth in terms of their ability to purchase from you. There are basically two ways to get that information. You can buy it or find it yourself.

Leadership and Growth Concepts By Tom Hill



You can't hit a target you can't see. If I were to ask you what you want from life, could you be specific? Could you tell me what you want with such clarity that I and anyone you share it with can totally see and feel what you see and feel? I love this quote that's been attributed to author Tim Ferris. He wrote, "Life punishes the vague wish and rewards the specific ask." In order to get what you want in life, you need to be crystal clear, which is why I think achieving clarity is not only an art, but it's a true science.

Whatever you want, wants you; however, you have to be absolutely clear and specific about what you want to be, do and have in this world. I want you to imagine an old transistor radio with the analog tuner, and if you are too young to be familiar with this technology, then the way it works is that you must manually calibrate the exact position on the dial in order to get a clear reception. If you were just a little off, then you would not be able to successfully and easily listen to your desired radio station. Even if you were close but not quite exact, you would have interference and static.

Can you see the correlation? This example is a perfect metaphor to explain how we either manifest or struggle to achieve the things we want in our lives. If you are somewhat clear, you will have some abundance in your life, but in order to have exactly what you want, it takes having supreme clarity and being absolutely specific.

When it comes to living a life that matters and one that you wake up to with passion, it takes time and effort. Some may think, why bother with all that planning, isn't life unpredictable and isn't being spontaneous more exciting? Besides, despite all the best made plans isn't life ultimately out of our control? It sure is, but our belief is

that any plan is better than no plan at all. As Dr. Hill often says, you are putting the odds in your favor. You are co-creating your life, giving you a better chance to achieve and maintain that elusive balance in all areas.

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



"You may be selling the best product in the world, but if it doesn't apply to me, I'm not interested. I don't care. It doesn't matter what you're saying. It doesn't matter if you're the most beautiful person in the world. If it doesn't apply to me I'm not interested."

Benita Zahn



A Quick Way to Publish Better Books **By Brian Jud**

Have you ever done something and later regretted having done it? Or wished you could change part of what you did? There is a way you can minimize mistakes in producing and marketing your books. And this one simple step can help you become more profitable. It is not difficult and can even be done for free.

[Read More 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



If I have to think of six other ideas, I will stretch my creativity. I might think

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.

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.

Use this space to brainstorm 10 stories. Download a printable version of this worksheet at www.WriteYourBookInAFlash.com/worksheets



Marketing Tip from Pam Lontos

Fiction books can be pitched to magazines, newspapers, radio, and TV.

If your book is a romance novel, you can speak on relationships or give your take on Hollywood marital rumors. If you write a crime novel that even touches on the drug culture, you can speak about drugs in the workplace. If you've written a novel that deals with crime, you can talk about a prominent legal case in the news.

Comments from attendees at the APSS Book Selling University (Jan 28-29):

“Thank you for your time and expertise.” Roy Gessford

“Really beneficial presentation! Thank you for sharing your expertise!” Roxanne Howe-Murphy

“I want to sincerely thank you all for your fabulous panel discussion.” Connie Bombaci

“Such an informed and generous presenter.” Mary Neighbour

“Thanks for all the information and suggestions.” Connie Taylor

“Thank you, Karen for all your wisdom on book publishing.” Willa Robinson

“Fantastic close to a fantastic conference.” Mary McArthur



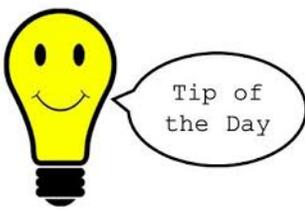
They Said It: Motivational Quotation

“Years ago I shared the stage with my hero Zig Ziglar. Before we went on (there were 20,000 people in the crowd and I was in way over my head), I asked, ‘How do you work with people who aren’t connected? How do you get through to those who don’t really want to be there?’ What he said changed the way I do everything: ‘Instead of distracting yourself by focusing on folks who are unwilling and unhappy, give your energy to people who came to hear what you have to say.’ What I learned: Shun nonbelievers. Ignore critics. Do your best for people who want to dance with you.”

Seth Godin

APSS Tip You Can Use Today

OmmWriter is a writing app that encourages creativity by using realistic images and soothing



music to create a Zen-like mood (For iPads only, \$5)

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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