

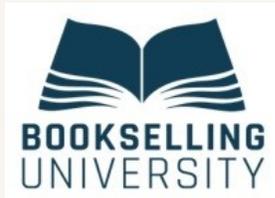
# BOOK MARKETING MATTERS

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**)



**Finally available! Twelve top book-marketing pros tell all, and you can listen to every word.**

Get all 7.5 hours (or any one of the 45-minute sessions) of the latest marketing tips and information presented at the 2021 Virtual Book Selling University

On January 28-29 twelve experts conducted ten courses with the latest information on selling your books. 400 people from Australia to England filled more than 1100 "seats." They found new ways to profitably publish, publicize, protect and market their books in ways and places they never thought of. Find a description of all the courses and order a recording of any or all of them here <https://bit.ly/2Z2hUar>

## 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 through retail stores (bookstores or others) you have no relationship with the consumers. In addition, each sale is the only one that person will make for your book. In non-retail sales (to corporations, businesses, associations, schools, etc.) you have a direct relationship with the buyer. Nurture it to stimulate repeat orders and recurring revenue.



## Tips for Marketing Strategy

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During a book-selling presentation, your focus should follow this sequence: “You, me, us.” Start by finding out the buyer’s needs. Then present your solution, and finally how you can work together to implement your solution and solve the problem.



## Tips for Pricing Your Book Profitably

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Pricing your book properly may be the most important decision you will make as an independent publisher. The price you choose will determine your sales, profits and opportunities for long-term growth. At the same time, it has psychological connotations, creating an image of relative quality and worth. If your price is too low, people may perceive your book as not capable of providing the value they need. If it is too high it may be perceived as not worth the money you are asking for it, especially if there are similar competitive books from which to choose. Price shopping is an easy task when the available alternatives are next to each other on a bookshelf and on the Internet

[Read More Here](#)

## The Very Idea

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Did you ever compare book marketing to selling baking soda? Think about how baking soda is used. It could be as toothpaste, in recipes, deodorizing refrigerators and many other ways. But how has the product changed? It is the same in all instances.

Your content acts identically. It is used by retailers to increase their profits, by librarians to help their patrons, by radio hosts to increase ratings, and by corporate buyers to increase their sales. But your content is the same in every



case. You can be more effective marketing your books if you find out how the recipients will use your content, and then show how your content is the best solution to their ways of using it.

## Answers to Your Questions About Non-Bookstore Marketing

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**"I have a good list of prospective buyers, in fact too many. Where do I start?" Edith Appleby**

Not all prospects are equally disposed to purchase your books. Some will have no need for your content, while others may purchase your books before its publication date. Most are some place between the two, needing various levels of nudging to get them to make a decision.

- *Qualifying* is the act of going through your suspects, culling out those with no interest or buying power, leaving a list of potential customers.

- *Prioritizing* is to rank those remaining according to their level of interest and the other criteria, as described below. Then you can concentrate on selling to those who are more likely to buy.

### How to qualify and prioritize your prospects

How can you tell if a suspect is a good or bad prospect? Here are several ways to organize them according to their ability to buy your books. As you complete the listing in each section you will begin to pinpoint your top (4) prospects while at the same time choosing those who will take more time to cultivate. Here are criteria you can use to qualify and prioritize your prospective customers.

**1) The size of the opportunity.** People may buy your books in different quantities and rates, and at various times. Online bookstores may display your title on their websites and purchase from you as sales are made. Orders will come in for a book or two at a time until sales warrant stocking larger quantities. On the other hand, a



**3) Your familiarity with the market.** You probably know more about some potential markets than others, particularly libraries or those in the retail sector. These mirror the traditional distribution with which you are familiar, so you are likely to close a sale more quickly.

**4) The benefit to them.** People buy for their reasons, not yours. And they all have different reasons for doing so. For instance, supermarket buyers seek quick inventory turns in limited shelf space, online marketers look for increased traffic to their sites, editors want more subscriptions and greater readership. Show these people how your title can benefit them and meet their needs.

**5) The means of communication.** Some people prefer to be contacted by telephone and others by email; some by direct mail, fax or personal visit. Find out how people want to learn about new titles and accommodate their desires.

**6) Their awareness of your topic.** People move through a series of stages before buying a

company buying your books to use as a premium may purchase thousands at a time, but the sales process may take a year or longer.

**2) The people involved in the decision.** There are two groups of people involved in the book-buying decision process: the people who actually make the purchasing decisions and those who influence them. You have to reach both in order to complete a large sale. The decision *influencer* may not be a person. It may be articles in newspapers and magazines, reviews, advertising and your media appearances.

product such as a book. First they are unaware that it exists. Once they learn about it they may not understand its benefit to them. After a series of exposures to your message they may (or may not) decide to buy it. Unfortunately, people are at various points along this continuum at any given point.

## Leadership and Growth Concepts By Tom Hill

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### The Familiarity Trap

We label things and experiences to help us understand how they fit with the world around us. For example, you see someone crying and automatically think, crying equals sad; therefore, that person must be upset. Your automatic response prevents you from considering alternative explanations.

The person crying could be acting, chopping onions, or laughing so hard that tears are streaming down his or her face. But when you are caught in the familiarity trap, you are unlikely to consider these alternatives.

The familiarity trap explains, say, why security officials at the airport rotate roles. If a person looks at an X-ray screen for long enough, a nuclear bomb might go through without that person noticing. Some pianists learn their pieces away from a keyboard so they won't become too familiar with it and fall into autopilot when they perform.

**Editor's Note:** When you become too familiar with selling books through bookstores or online you may miss the larger opportunity of selling books through non-bookstore retailers and to non-retail buyers.

Two concepts determine your relative success in answering questions: preparation and flexibility. You may or may not know the questions you will be asked, nor the person asking them. But if you know your topic and know what you want to get across to the audience, you will be able to perform more than adequately in any situation.



What makes a good guest for the show does not always make a good show for the guest. If all you do is answer the interviewer's questions informatively (whether or not they lead to meeting your goals), the host will think you are a great interviewee and perhaps ask you to return. But there is no future in being a professional guest if you do not sell your books in the process.

It's like Jeopardy. Think, "Here's the answer. Now, what was the question?" Suzi Reynolds



### **Is What You Have to Say What People Want to Hear?**

**By Brian Jud**

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When authors complete their manuscripts, they are proud of their work, thinking it will be a blockbuster. That is certainly understandable. However, in the final analysis it is the reader -- not the author -- who defines the value of the content. It is valuable only if the readers believe they are better off after reading it than before.

[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***

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When I wanted to write a big business card book to show myself as a thought leader on publicity, I gathered my notes and wrote Reporters are Looking for YOU! in several days. You could have locked me in a room with no other resources, and the book would have flowed from my head because I knew my material cold.



I told my acquisitions editor I'd return the advance. She refused. She said I had to finish the book!

When I wrote the book *Business Speak* for publishing giant Wiley, however, the writing situation was the exact opposite.

The year was 1999. Voice recognition was a new technology. I thought it would be the hot new technology, and I'd sell a zillion books as businesses tried to figure out how to add voice to their products. After all, phones were getting smaller, and people would have a hard time typing on them, right? We can speak. Why should we be limited to a keyboard to interact with phones? I thought it was a winner.

So did my publisher. They gave me a nice contract to write a 200-plus page book. Since I was not an expert on this topic, I interviewed companies using the technology, researchers creating the tools, and analysts covering the field. I used my journalism skills to research and write the book.

Let me tell you, it was a hard book to write. Back then, few companies used voice recognition technology. It wasn't until 2015 or so that Siri and Alexa made voice recognition a mainstream application. I found only a handful of companies using voice. I couldn't find enough case studies and reports and interviews to fill more than 100 pages. I was at my wits' end. I couldn't find anything more to write about.

I persevered. It actually was a pretty good book after all!

For this book, I used a combination of writing skills. Part of the book flowed from my brain to my fingers to the computer, based on my personal experiences. Other sections came from interviews I conducted, seminars I attended, and material I found on the Internet.

Which way is best? It doesn't matter. Some thought leaders write books from their heads and quote only themselves. Other business executives quote other people to validate their ideas. In fact, some people became thought leaders because they assembled information from other people. They are the thought leader because they have all the information and sources of information at their fingertips. Malcolm Gladwell, author of *The Tipping Point* and other true bestsellers, interviewed people for his books and drew his own conclusions.

## Marketing Tip from Pam Lontos

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**Figure out what demographics would benefit from buying your book in bulk, and then market to them.**



Think of the ideal person who would need the information in your book. Who is it? What kind of lifestyle do they lead? What industries do they work in? Expand your thinking about the person to include associated industries. For example, if you have a book on how to sell real estate, don't just focus on that industry. Go after banks, lending institutions, etc. There will be information in your book that will be useful to a whole host of industries. Also, depending on your book, look at different types of people such as Women 35+, Teens, Hobbyists, Parents, Sports fans, etc.

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

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**More remarks from attendees at the APSS Book Selling University (Jan 28-29):**

"Another terrific APSS presentation with an excellent expert speaker as always!" ---*Karen Bomm, APSS NM Chapter President*

"I thoroughly enjoyed the 10 seminar classes (at the APSS Book Selling University), and I want to listen to each of them again when my head's not spinning and I'm trying frantically to take notes." Jill Thomas

"Thank you for another EXCELLENT CONFERENCE! Awesomeness!" Willa Robinson

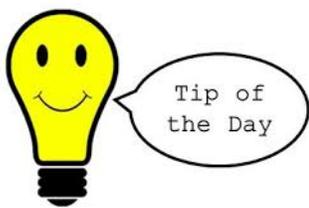
"Thank you so very much for arranging the APSS presentations on 1/28 and 1/29. I thoroughly enjoyed all the speakers and what they had to say." Mary McArthur



### **They Said It: Motivational Quotation**

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"The beaten path is the safest, but the traffic's terrible."  
Jeff Taylor



## APSS Tip You Can Use Today

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Want an idea for a corporate tie-in for selling your book? The Subaru Loves Learning initiative conducts the annual Science Books & Film Prizes for Excellence competition to recognize outstanding scientific information (fiction and non-fiction) for young audiences. They not only recognize the best science books for kids, they “distribute” books to schools around the nation. See [www.subaru.com/partners](http://www.subaru.com/partners) for more information.

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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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