

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](#))

A chance to win \$50,000
for your small business

How could a \$50,000 grant better your business? Our friends at FedEx know that running a small business isn't easy. You work hard to stay focused and keep moving forward — no matter what comes your way. That's why they use their FedEx Small Business Grant Contest to award 12 inspiring, innovative businesses with prize packages totaling more than \$250,000.

So what does that mean for you? With a FedEx account, you can enter the contest and share what drives your business for a chance to win up to \$50,000. But don't delay! The entry deadline is March 9. Visit their [FedEx Small Business Grant Contest](#) to learn more.

Plus, if you sign up for the APSS Shipping Program, you'll save up to 40% on FedEx® shipping. [Enroll today](#).

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



[Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn](#)

"It's not a product unless it sells," says the old adage. You can have the greatest product in the world, but if you can't sell it you won't get very far. What are three reasons that someone would want your idea or product? What benefits does it provide? What does it promise? How can you make your idea more attractive to other people?



Tips for Marketing Strategy

Once you have revised your marketing plans for 2021, rephrase your new goal as a question: “In how many ways can we reach net revenue of \$X00,000?” As you place more attention on increasing revenue instead of selling books, you extend your focus to think of multiple ways to make more money. This could be by selling your content in a book, booklet, ebook or another format. If you change the operative word from “reach” to “*expand*” or “*grow*” you could expand your product line, pool of authors, other markets, new users or new uses for your content. You could grow revenue through corporate sales, selling to associations, generating recurring revenue, consulting and/or speaking.

The Very Idea

Have a big message, a big idea for how buyers can use your content. You inspire people when you have a dream that is bigger than theirs. Come to every sales encounter with passion and a big reason why they should buy your content and how they will benefit.

Answers to Your Questions About Non-Bookstore Marketing

"What are some good sources of information about the publishing industry and potential buyers?" Sara Hall

There are many sources of information that



Tips for Pricing Your Book Profitably

It is relatively easy to achieve an indefinite objective such as “increase sales,” but your business will become more successful in the long run if you can be more focused. Instead of simply trying to increase sales, restate your objective to increase your cash flow, build incremental profits or perhaps deplete a large inventory of books.

[Read the article here](#)



require more time than money to survey. Use those below to uncover information that can serve as fodder for your creative thinking.

1. Online stores

2. Bookstores. You can perform RBWA (Research By Walking Around) in bookstores (bricks and clicks). Talk to employees and ask them what books are selling well, particularly in your category. Why are they selling? Is it the content, size, price, cover design, number of pages or internal layout? Peruse the shelves for examples of cover designs that you like. This information will benefit your sales wherever your books are displayed face out, such as in airport stores, supermarkets, catalogs, or drug stores.

3. Web sites. Go to your favorite search engine and explore the Internet using your topic as a keyword. An excellent by-product of this exercise is that you should find many ideas for new places in which to sell your books.

4. Distributors. If you have a relationship with a distributor, talk to your contacts there.

5. Publisher associations. The Independent Book Publishers Association is the largest association for independent publishers. The Association of Publishers for Special Sales (**APSS**) has a list of publishing groups, local chapters and four, free for members) virtual monthly webinars.

. Listserves. Join online groups and participate in the discussions. Ask questions and read the posts of others. Keep in mind that while the participants mean well, their postings contain opinions that may or may not be in your best interests to adopt. Evaluate what you read and apply that which seems most relevant to you.

7. Read. Subscribe to and read all the major industry magazines such as *Publishers Weekly* and *Writer's Digest*. Read current newsletters, too. For example, *Book Marketing Matters* ezine with info about marketing actions you can take during the current lockdown. Also find #bookmarketing information in columns by Brian Jud, John Kremer, Guy Achtzehn, Dan Janal and others.

<http://tinyurl.com/3urj5fg>

9. Purchase data. If your budget allows, have research companies compile proprietary statistical information for you. These companies may also have existing information that you could purchase to pinpoint your special-sales marketing efforts.

Leadership and Growth Concepts

By Tom Hill

It's not necessary to become fearless. We can "fear less" and worry less but actual fear is not something that we want to avoid.

Wonder where you fall on the scale of worrying? [Check out this Worry-o-meter quiz to see.](#)



In fact — did you know that all fear comes from our minds? Yes, there is an event that might trigger fear...but it is our thinking that causes the actual fear. I can prove this because the very same event (seeing a spider or snake, for example) might cause extreme fear in one person and absolutely nothing in another. They might even *like* spiders or snakes (think Steve Irwin).

So often people tell me that they want to become fearless. But why? Fear is a useful emotion. Fear tells us that there is something dangerous in our vicinity that needs to be avoided. Fear tells us to get into action.

When we understand that it's our thoughts, we start to see that we can be in control of any "freak outs" that might come our way. Or at least we can be aware of what's actually triggering them.

We all respond to fear, or "freak outs," differently. Want to know your "Freak Out Style"? **Take this fun and quick quiz to find out!**

The problem comes when we mistake **worry** for **fear**. Worry or anxiety comes when we are *thinking* about something that makes us afraid. There's literally nothing that we can do because it is all happening in our minds and so we simply stew in our worry. That's not fear.

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

Find out ahead of time if you will be on with others or by yourself so you will not be caught off guard when you walk on the set. If you are appearing with others, ask if it will be a point-counterpoint debate or discussion, or a sharing of information. In any event, do not be led into arguments for which you are not prepared. You may speak your mind but make your points politely.



After the introductions, each of you will have the chance to make an opening statement, or a general question will be posed to begin the discussion. You will be asked to describe your position and then defend it against the questioning of panelists or callers with opposing views.

Those sharing the panel with you have their own

agendas and may try to communicate them at your expense, particularly if your viewpoint is different from theirs. Do not allow yourself to be taken in by someone whose objective is to use you for his or her own purposes. Also, do not repeat an opposing theory, thereby playing into his or her hands. Play off the others' comments, making the transition into your agenda.

If you are part of a panel discussion, you have three tools to use. Tool number one, jump into the conversation. Tool number two, always get back to the main point, your point, of the conversation. And tool number three is don't lose any chances to add your wealth of knowledge.

Brad Hurtado



Don't Just Do Something, Stand There!

By Brian Jud

Your 2021 business plan outlines the ways in which your marketing activities should be implemented to reach your goals this year. According to traditional practice, after you establish your objectives your plan is divided into two sections. The first is the Strategic Plan that outlines your general marketing strategies, and the second part is the Tactical Plan listing specific actions. Most people cannot wait to start selling their books, so they typically skip the first section.

[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

**How to Find Competitors' Books
Amazon can show you competing
books and bestsellers.**

To find books in your field, go to Amazon, and type the name of a book that competes directly with yours. In this example, I've typed the name of one of my books, Reporters Are Looking for YOU! Scroll to the section



Right below new books are –Most Wished For books. This gives you additional insight into books people are buying.

on the page called –Product Details. You'll find various publishing information, such as date and ISBN numbers. You'll also see –Amazon Best Sellers Rank. Right below that is the good stuff. Amazon tells you which category the book is in. My book is listed in –Public Relations.

Now click on the link for –Public Relations, and you'll see the real juice of this exercise. You'll see a page with three important pieces of information.

First, you'll see the top 100 books in this category. That's important because you will see what is selling and what people are interested in. Second, in the far-right column, you'll see –Hot New Releases. While the main list might be dominated by classics that have been top sellers for years, this new list shows you newcomers that attract readers.

For all three topics, you can click on links to see more titles. Now you know how to find your book's competitors. You'll also know where to tell Amazon to index your book.

Don't stop there.

Do this same exercise for other books in your field. You might find those books are indexed under different categories. You might find a more suitable category. You'll find additional competing books.

Note: This example does not work on mobile phones. Use a desktop computer or tablet to see results



Marketing Tip from Pam Lontos

Think of topics related to your book that will interest the readers of newsstand magazines, and then pitch yourself for an interview.

Don't pitch a romance idea to *Money* magazine or a stock tip idea to *Cosmopolitan*. You want to give them information that their readers will find fascinating. Magazines and newspapers make their money from advertising. If you give them something that makes their publication stand out, they will get more subscribers and will be able to sell more ads and raise their rates. For interviews, you want to determine the specific journalist who deals with your topic and call her or him.

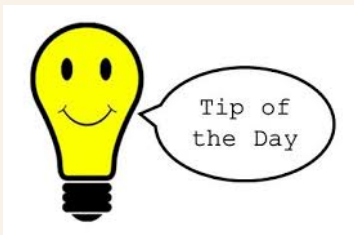
Linda Mitchell said: “I got my first two non-bookstore sales! My local funeral home is starting off with five copies of my children's book on emotions. Not only did I sell Jim, the owner, on the idea of supporting a local author, I also told him the book would be a nice gift to comfort grieving children. I will autograph the copies, and they will put their stickers on them. Win/win! I'm sure Jim and his wife will place another order. I sold them for \$7 each. My cost is \$1.97. A nice little profit.

Second, my young cousin is an up-and-coming real estate agent in Atlanta. She's starting off with buying ten copies of my book. I told her that giving this book to families with children who are making the sometimes-difficult transition of moving to a new home will help the kids with their emotions. Her kind and unique gesture will also set her apart from the other real estate agents. I sold her books and I think she will reorder as well. Baby steps!”



They Said It: Motivational Quotation

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



APSS Tip You Can Use Today

When it comes to selling, finding the buyer's name isn't difficult. Next, you have to get in touch with that person. It doesn't have to be hard, and is probably much easier than you think. Here is a tool you can use to locate the best email contact information for a prospective buyer.

Hunter (formerly known as Email Hunter): Hunter (<https://hunter.io/>) is a Chrome extension that uses the email naming convention of a company to guess the proper email address. For example, if your name is Joe Smith and your

company uses the email template of jsmith@company.com, it is easy to guess another employees email... if you know their name; it's clearly the first letter of the first name followed by last name at company.com. So, if you are on Brian Jud's LinkedIn page, Hunter would come up with the guess b_jud@bookapss.org. You have to create a free account to get the complete address. Hunter will only find work-related emails and you are allowed 150 uses per month for free. The search is based off the most recent employer on that persons LinkedIn page, so if the individual no longer works for that company, this will be a dead email.

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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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