

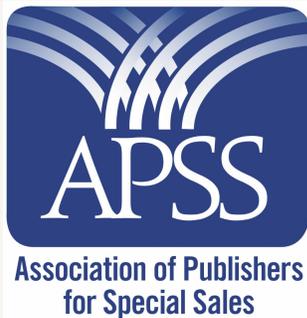
# BOOK MARKETING MATTERS

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 6 Number 479 March 15, 2021

## More Benefits and Savings for APSS Members

(The Association of Publishers for Special Sales - **Join Now**)



Display your books at virtual trade shows on Political Science and also serving the Asian and Latin American markets through the APSS agreement with Association Book Exhibits. APSS members can display their books with a significant discount.

All titles would be listed in a "Titles on Display" ordering catalog listing full ordering information available at each exhibit.

### **Association for Asian American Studies Virtual Conference, April 7-10 (deadline is March 16)**

Founded in 1979, the Association for Asian American Studies (AAAS) has emerged as a primary research and teaching hub for Asian American Studies, an interdisciplinary field born out of the 1960s movements for racial justice and student activism.

### **Midwest Political Science Association, being held virtually April 14-18 (Deadline is March 30)**

We hope you will join us at the Midwest Political Science Association's 78th Annual Conference, being held virtually April 14-18. The MPSA Annual Conference is one of the largest political science conferences in the discipline. The conference historically averages more than 5,000 attendees from 60+ countries across more than 90 political interest areas and brings together scholars, researchers and decision makers to exchange information and address the latest scholarship in political science.

### **Latin American Studies Association (LASA) Virtual Conference, May 26 -29 (deadline is March 31)**

The purpose of the 2021 LASA congress in Vancouver is to convene people who study the societies and cultures of Latin American and the Caribbean to reflect on globalization and its impacts on the lives of its inhabitants, the institutional architecture of its states, and the cultural dynamics on the continent. The management of the crisis, and the consequences for the most vulnerable, demonstrate the need to reflect on the causes of that vulnerability in both historical and contemporary terms.

For each title, please email the title, author, pub date, ISBN, list price and

discounted price (if any) to [brianjud@bookapss.org](mailto:brianjud@bookapss.org). APSS members can make the \$60 payment per title (\$75 for non-members) with Paypal account [brianjud@bookapss.org](mailto:brianjud@bookapss.org) or contact [brianjud@bookapss.org](mailto:brianjud@bookapss.org) for other payment arrangements. The display company will need a high-resolution image of your book's cover.

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



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

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Does watching a baseball game remind you of selling books to corporate buyers? In book-selling situations you make your pitch to the buyers. Think of them as the catcher of your pitch. In a real baseball game, the catcher directs the pitcher. Similarly, in selling situations, buyers are giving you signals – the problems they need to solve, or their acceptance or objection to what you are saying.



### Tips for Marketing Strategy

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It took Thomas Edison more than 10,000 attempts to invent the light bulb. He said, "I have not failed. I finally ran out of things that wouldn't work." He succeeded because he persisted as he learned from his mistakes. What are the biggest errors you had in the past year? What did you learn? What opportunities did they create for you? What mistakes might you make on your current project?



### Tips for Pricing Your Book Profitably

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Pricing your book properly may be the most important marketing decision you will make as a publisher. The price you choose will determine your sales, revenue, profits and opportunities for long-term growth. However, there is a big difference between pricing for sales through retail stores (including bookstores) and to non-retail buyers. You can improve your business significantly if

you price your book correctly for retail or business-to-business (B2B) sales.

[Read the article here](#)

## The Very Idea

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The word “intelligence” comes from the Latin *inter* (“between, among”) plus *legere* (“choose, read”). To be intelligent is literally “to choose among.” A little creativity gives you the options from which to choose. For example, alternatives for selling a children’s book could be children’s libraries, PTAs, daycare centers, airport stores, supermarkets, government agencies, toy stores, and gift shops at museums or zoos.



## Answers to Your Questions About Non-Bookstore Marketing

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**"You said to create a proposal to present to prospective buyers. What is a proposal?" Archie Winters**

A proposal is the heart of your proposition, detailing what you offer, why, when, how and at what price. It is your chance to become the champion, the solution to the problems the buyers have declared to be unsolvable. Create your proposal in the form of a mini-marketing plan ready for immediate implementation. The sequence is important and should be divided it into these three sections:

- **Objective.** Define the goal of implementing your proposal. What specifically is it that you and the prospect expect to achieve together by using your books as a premium, ad specialty or motivational device? Be clear, but not too specific, in terms of setting goals that are not clearly measurable, such as “improvement in attitude.” Do not bring in new information, but simply repeat what



- **Strategies.** Once you have summarized the desired outcome to which you have previously agreed, show how you can help make that occur. Focus on *how* the numbers will be achieved, i.e., describe your plan for reaching the goal rather than the figures themselves. Demonstrate the value you bring to the table. Center attention on results and achievements

- **Tactics.** What will you specifically do to achieve the objective? What actions do you expect the buyers to take? What specifically do you propose they do with your books? How will you

the buyers set as their objectives during assist?  
your earlier conversations.

## Leadership and Growth Concepts By Tom Hill

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I, like many other achievers, love and dearly miss the teachings of author, speaker and modern philosopher, the late Jim Rohn and if you do not know who he is, then you have been missing a lot of goodness. He left behind so many golden nuggets that I have stopped counting. I find myself frequently referring back to one of his numerous life lessons. As a matter of fact, let me share one with you:

“Work harder on yourself than you do on your job. If you work hard on your job, you can make a living. If you work hard on yourself, you can make a fortune.”

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

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Practice can be as easy and fun as listening to or watching talk shows. On television, watch how successful guests interact with the host and audience. Try watching the show on which you are scheduled to appear, with the sound off to focus your attention on the guests. How do they sit? What do they wear? What are the seating arrangements and backgrounds? What are the predominant camera angles? Incorporate what you see into your own performance.

Turn the sound back on and listen to the host. How are questions asked? How does he or she stimulate audience participation? What is the pace of the show? On radio, listen to the interaction between guests and host and between guests and callers. What makes one show better than others? How are stories woven into the author's answers? Does the



guest answer the host's questions directly or follow his or her own agenda?



## Tips for Negotiating a Large Book Sale – Or A Job Offer

By Brian Jud

Most of us have at one time interviewed for a job. Did you ever think that the tactics in negotiating for a job and those for negotiating a large book sale are comparable? I wrote books demonstrating that fact. One described how to negotiate a job offer (*Job Search 101*) and two that explained how to negotiate a large quantity book sale (*Beyond the Bookstore and How to Make Real Money Selling Books*). Here are tips for negotiating a book sale -- or a job.

[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

Google should be the starting point for your research and for your brainstorming. You can find anything you need to find by typing a word, phrase, or name.

Additionally, Google is a wonderful tool for brainstorming additional topics. I'll show you how to use Google's power in a way you might not have known. Let's say you are writing a book about service dogs. By searching Google, you'd find this information:

- Ads for service dog companies and how to register a service dog.
- Organic listings for service dog companies, articles about service dogs and sexual abuse survivors, a map of your local area that has service dog businesses, and articles about service dogs.



This information is solid gold. You might get ideas you hadn't thought of, sources to review, people to interview, and sites to quote.

Also, don't limit your search to Google's first page. There's plenty of great material on the following pages, according to Joan Stewart, publisher of the *Publicity Hound* e-zine.

—I also look past page one of organic search results. You never know what you'll find buried on pages two and three,|| she says.

If you'd like to find resources that most

- At the bottom of the page, you'd see links for how to get a service dog, service dog sales, service dogs for PTSD, service dog types, and service dog laws.

people don't know about, use Google Scholar, which has academic listings and research papers generally not found in regular search.

But don't stop there. Look under the –news|| tab. You'll see news articles and company press releases.



## Marketing Tip from Pam Lontos

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**Use testimonials or positive reviews in your marketing material.**

People are afraid of making the wrong decision. Seeing how others have benefited or had a good experience makes them more comfortable about deciding to buy. Be sure to ask people and groups who love your book to give you testimonials. Then use these in your marketing materials.

## You Said It: Members Comments on APSS Benefits

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"Thank you and APSS for all of your info and assistance with everything. Although, I haven't had a chance to take advantage of all of the services that this organization does provide for my company, I am so grateful to have all of these things already in place, when I am ready to take full advantage of the services available. And I am looking forward to many, many years of membership with this organization! APSS is the best, and I am very proud to be a member!" Ms. R.T. Eastman-Hill

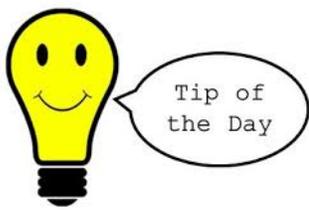
A stylized logo with the word "you" in a large, bold, black serif font. Below it, the words "said it" are written in a smaller, black, lowercase serif font. The entire logo is set against a white background.



## They Said It: Motivational Quotation

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"When they invented papyrus, someone probably said, 'Storytelling was so good. Why did we have to go and put it on papyrus?' But one thing doesn't change: it's the story that counts. The medium doesn't matter." Eric Cable



## APSS Tip You Can Use Today

APSS Member Major Daughter (Anna Mhlambi) sold 2000 copies of her book, *Prophetic Word Bank*, to prisoners. According to her, “Your life is what it is today because of words spoken to you, in years past, by yourself or someone else who was responsible for you. But *The Prophetic Word Bank: Every War Starts with Words*, by Major Daughter, will assist you to change that. You can turn the darkest moments of your life into major victories. Have you allowed your dreams to die because someone has told you that you are not good enough? Don’t give up hope – because you can turn your life around.” She credits the information she has learned from APSS programs, particularly the APSS program: *Ten Steps to Greater Sales and Profits*. Learn more about this program at [www.bookapss.org/TenStepTrainingCourse.pdf](http://www.bookapss.org/TenStepTrainingCourse.pdf)

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

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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](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.

Discover more at [www.bookapss.org](http://www.bookapss.org)

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