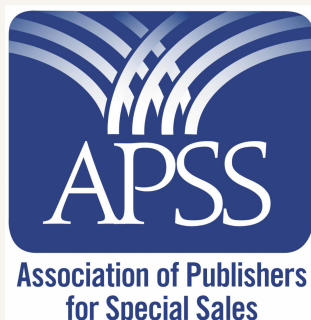


BOOK MARKETING MATTERS

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](#))



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 30)

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. APSS members can make the \$60 payment per title (\$75 for non-members) with Paypal account brianjud@bookapss.org or contact 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

Where do you look for ideas? Often the best ideas come from cutting across disciplinary boundaries and looking into other fields. As journalist Robert Wieder put it, "Anyone can look for fashion in a boutique or history in a museum. The creative explorer looks for history in a hardware store and fashion in an airport." In what outside areas can you look for ideas? The kid's-cereal aisle in a supermarket? The greeting-card section in a Hallmark store? Watching a baseball game?



Tips for Marketing Strategy

Don't fall in love with ideas. If you fall in love with an idea, you won't see the merits of alternative approaches, and you may miss an opportunity or two. Even though difficult, you could find a different solution by letting go of a previously cherished concept (such as selling only through bookstores). Then you are free to look for new opportunities (like selling to non-bookstore buyers in businesses, schools, airport stores, supermarkets, etc.). How can you break your old habits and be open to new ideas?



Tips for Pricing Your Book Profitably

It seems it would be a lot simpler for both retailers and consumers if the price of that \$29.95 book were instead a nice, round \$30. There must be a good reason why the prices of so many products end in 95 or 99. But what is it?

[Read the article here](#)

The Very Idea

Make your own rules. According to ancient prophecy, whoever could untie the “Gordian Knot” was destined to become King of Asia. All who tried failed to solve this strangely complicated puzzle. Then Alexander the Great had a turn. After fruitless attempts to find a starting point, he was stymied. Then he changed strategy and said, “I will just have to make up my own knot untying rules.” He pulled out his sword and sliced the knot in half. What new rules can you make up for your marketing idea?



Answers to Your Questions About Non-Bookstore Marketing

"Can you give me an example of using the same content for different buyers?" Sam Adelson

Yes. I call it Chameleon Marketing. Chameleons can change colors to fit in with their environment. You can change your marketing approach for each of your environments, too. Let's say you have a book on stress management. Show HR managers how to reduce employees' stress so they become more productive. Show parents how to reduce their children's (or their own) stress. Show the unemployed how to lower their stress levels and get a job more quickly. Do not change the content, but only the way you describe it. There is no one-size-fits-all marketing strategy.



Leadership and Growth Concepts By Tom Hill

Make sure you have a networking system - not leaving it to chance. Be an avid listener, sincerely focused on the person's message. Make a daily commitment that today you are going to



make a difference in every life you come in contact with, regardless of who it is. Be prepared to give a candid compliment every chance you get - sometimes even a smile can make a difference.

You're on The Air

Tips for Getting On and Performing on TV and Radio Shows



Under some circumstances you may be interviewed on location by a reporter with a hand-held microphone. He or she will hold it in front of your mouth and make any necessary adjustments. Speak directly into the microphone in your normal tone of voice and make your intended points. Your eye communication should be with the reporter, not the camera. When the journalist begins his or her summary, you may look into the camera.

In live interviews your words are not edited. Never use any profanity, innuendoes, slurs, personal attacks or other comments that could be offensive to the viewers.

If your interview is taped as part of a feature story, it will be edited by the reporter to fit his or her viewpoint and available time. You have no control over how your views are presented, and some of your points may be misconstrued. There will be no corrections or apologies. But, you can minimize unintentional misrepresentation if you are specific and concise in your answers

Why end prices in 95 or 99?

By Brian Jud

It seems it would be a lot simpler for both retailers and consumers if the price of that \$29.95 book were instead a nice, round \$30. There must be a good reason why the prices of so many products end in 95 or 99. But what is it?



[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

For Kindle Books, Ask for a Review

You can—and should—ask readers to review your book on Amazon. Many e-books use this tactic.

Here's an example from Tom Corson-Knowles, founder of TCK Publishing:

If you enjoyed this book or found it useful, I'd be very grateful if you'd post a short review on Amazon. Your support really does make a difference, and I read all the reviews personally, so I can get your feedback and make this book better.

If you'd like to leave a review, then all you need to do is click the review link on this book's Amazon page here: amzn.to/yourlink (direct link to the —Create a review page on Amazon). Thanks again for your support!

Note: To get the link, you must first upload your book to Amazon's marketplace. When your book is live, get the review link, insert it into your book, and reupload your book.



**Marketing Tip from
Pam Lontos**



As an Author, You Must Strive For “Top Of Mind Awareness”

The frequency of seeing your name over and over is what makes you a celebrity. You want people to say, “I’ve seen your name everywhere!” That’s the way you will sell more books. So even if you are a shy author, with print and electronic media, you can make sure your book is seen everywhere.

You Said It: Members Comments on APSS Benefits

"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

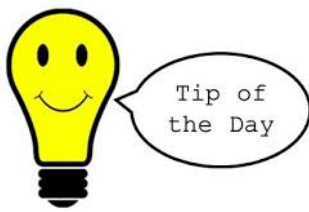
**you
said it**



They Said It: Motivational Quotation

“I was told that the only way you could talk to everybody in America was to get on all the big talk shows. But all the big talk shows never heard of Wayne Dyer. So, there’s another way to talk to everybody in America and that’s to go to everybody in America. Go on every little radio show in every town across the country. Most of them, like AM Columbus and Good Morning Jacksonville, if you’ve got a new avocado dip, they’ll put you on. Take the books with you. Just do it, and don’t tell yourself, “I’ve got to struggle.”

Dr. Wayne Dyer



APSS Tip You Can Use Today

Local Radio Networks provides 24/7 music radio programming with national talent and custom content. LRN is placing the content and control of your station back in your hands. The only thing you'll have to worry about is selling up and down your main streets

(<http://localradionetworks.com/>) See Wayne Dyer's quotations above

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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