

# 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**)

### Five virtual events in April for APSS members

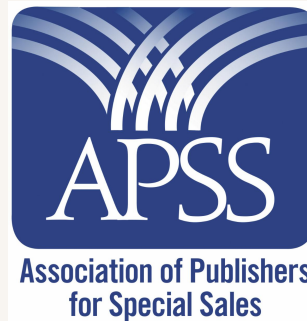
**TONIGHT, April 12 at 6:30 pm ET: Through Insight And Self-Understanding, You Can Make Words Leap From The Page, by Amy Oestreicher.** Through Amy's four skills to resilience, you will find your authentic voice along with an honest, organic way to express yourself in writing. Those skills include writing exercises to stimulate creativity and storytelling, learning to structure the narrative in a compelling way, discovering ways to create spontaneously, utilizing tools to release yourself from the inner critic and transform your ideas into marketable creative writing. You'll also learn by using a 'Detourist' tool how to gather your thoughts in a story you need to tell. The link to attend is

<https://us02web.zoom.us/j/6762224705>

**April 17 at 10:30 am ET: Hybrid Publishing: What It Is, What It Isn't, And How To Decide It's Right For You, by Sharon Dukett.**

In this session, Sharon will discuss the pros and cons of hybrid publishing, how to vet a publisher, the costs, the benefits, and how her writing journey led her to selecting this choice. The link:

<https://us02web.zoom.us/j/6762224705>



**April 22 at 6:30 pm ET: How to Monetize Your Message: 5 Steps to Book-Selling Success.** Free, virtual webinar tonight at 6:30 pm ET. Speakers are Rocky & Cheryl Detwiler. As seen on A&E, ABC, ESPN, FOX, and NBC, Reality TV stars and authors, Rocky & Cheryl Detwiler are professional coaches who teach authors how to land paid speaking engagements, create workshops, and sell their books in bulk. Topics they will discuss include:

- The basics of marketing your book
- How to leverage media to spread your message
- How to book paid speaking engagements, even during a COVID-19 lockdown
- The value of creating workshops around your content and expertise
- How to sell your books in bulk
- How to create a mindset of success
- Top 5 strategies to turn your book/message into a business

Rocky & Cheryl love helping authors deliver their message to the world by

**April 19 at 6:30 pm ET, Nancy Butler will present Book Marketing for 2021 and Beyond.**

As an author of three award-winning books and an international speaker, Nancy will share with you, strategies for book marketing and ways to better attract your readers. The link to attend is <https://us02web.zoom.us/j/6762224705>

selling more books. The link to attend is <https://zoom.us/j/3671572517>

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



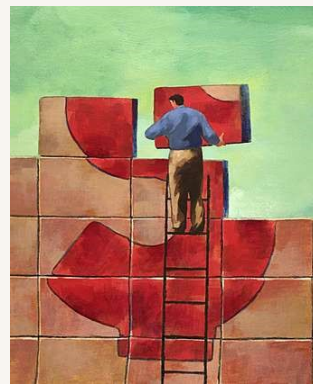
### Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

Each industry and organization has its own way of looking at the world. For example, publishers think people want to buy books and they only buy in bookstores/online. What buyers really want is the information in the book and how it can help them, and they want to purchase it conveniently. To paraphrase JFK, ask not what your customers can do for you, but what you can do for your customers. How can you redefine your perspective and communicate the benefits of your content to readers/buyers? How can you make it available where your target readers already shop?



### Tips for Marketing Strategy

Just give it a try. You cannot hit a homerun (or even a single) unless you step up to the plate. You cannot get on a TV or radio show without contacting the producer. If you want to write a book get started. If you want to call a



### Tips for Pricing Your Book Profitably

If you price your book incorrectly you

corporate buyer, pick up the phone and dial. You cannot make your idea a reality unless you give it a try. Start today. What are five things you can take a start on your idea today?

may doom your publishing venture. Use these tips to avoid mistakes most untrained authors make

[Read All The Tips Here](#)

## The Very Idea

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When architects look at an opening between two rooms and think “door,” that is what they design. But what if they think “passageway?” Then they may design something much different, like a hallway, atrium or tunnel. Different words bring in different assumptions and lead your thinking in different. What else can you call yourself? Instead of defining yourself as one of X,000,000 authors, describe yourself as the Chairperson of Child Development, the Professor of Productivity, the Master Motivator, or the Cigar Czar, depending on your topic.



## Answers to Your Questions About Non-Bookstore Marketing

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**"I can present the benefits of my content, but when the negotiations start, I am less confident. Any tips?"**  
**Peter Andreson**

The negotiating process begins when you try to close the sale and the buyer disagrees with, or objects to one or more of your terms or conditions. Start negotiating by asking questions. Find out as much as you can about the other side's *concerns* (do not refer to them as *objections*). Why did the buyer not accept your initial proposal? How far apart are your positions? If close, can you split the difference?

Some pundits recommend you negotiate on one issue at a time. When you have reached some agreement on the first concern – i.e., your price -- turn your attention to another



Many negotiations go awry because the two parties incorrectly assume that they understand the other's motivation and therefore do not explore further. Negotiate as if you are a crime-scene detective by learning as much as you can about the other people involved and what is important to them (i.e., what is *their* ultimate objective and what are *their* criteria for reaching it).

topic such as delivery, and then to another such as exclusivity. On the other hand, when only one issue remains on the table, both sides behave as if it is the most important issue.

When you move to the second concern, *it* appears to be the most critical. Often it is better to negotiate multiple issues simultaneously. That is, identify all the issues up front and put everything on the table at the same time. Then go back and forth, perhaps trading one off against the other.

## Leadership and Growth Concepts By Tom Hill

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One of my long-time favorite sayings is "One idea (spiritual, health or whatever), **well executed**, can change your life forever." There are literally thousands of ideas floating around but very few are ever well executed. A good example is "meditation" - a powerful process but if not well executed, it loses a lot of its potential. Another one is a three-day solitude where you have no human contact or food. It's very hard to describe but it can be life changing. I'm sure all of you can think of tons of examples in every category. The absolute key is EXECUTION.

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

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You have two jobs in every performance. The first is to accomplish your goal (sell books) and the second is to provide a good show for the audience. These do not always go hand in hand. It is a fine line to walk, but you have to answer the questions to the satisfaction of the audience and the host, and you have to do so in a way that also meets your objectives.

*Get familiar with your information so you don't have to think about it. Then you can be in the moment. It frees you to respond to any question.*  
Suzi Reynolds





## Four Pillars of Successful Book Marketing

### By Brian Jud

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Many authors write a book based on a subject they like, or perhaps on a unique experience they have had. As a book-marketing consultant a question I frequently hear is, “My book is finished, now what do I do?” Successful book marketing is founded on what you do prior to writing your content. Here are four major steps to take before you begin.

[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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#### **First Drafts Are About Ideas, Not Perfection**

Let’s make the book-writing process as easy as possible. After all, writing a book is a long, tough process that taxes even the most skilled writers and subject matter experts. Why make it more difficult than it needs to be?

When do you write the first chapter? This is a tricky question! You could write it first. That way, you have the road map in front of you. You can update it as you learn more information after doing more research.

Some people look at the first chapter as a big hurdle—and they never overcome that hurdle. If that sounds like you, I give you permission to write the first chapter whenever you like. If you think chapter three is an easy chapter to write, start there. Do anything to get going.

Readers don’t know where you started your book or in which order you wrote the chapters. They only care that they get value from the finished product. Make the process easy on yourself.

Write the book in the order that works best for you. You don't have to write in a linear (start to finish) fashion.



## Marketing Tip from Pam Lontos

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**When selling your book to a distributor, retail outlet, bookstore, etc. always ask questions to find out what your prospect wants and needs.**

Before trying to sell your book, find out who the establishment or company caters to and what their buyers' needs are. Then, when you start your pitch it should be directed at how your book will fill those wants and needs (the Hot Button). Don't waste time talking about things that do not interest them. Now, when you begin to tell them about your book, you can weave in the exact benefits that fit what they just told you they wanted. Suddenly, they think it's their idea to buy your book. You didn't sell them; you made them want it.

## You Said It: Members Comments on APSS Benefits

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“The APSS Southern California Book Selling University offered information, examples, and discussion about sources and unique ways to sell to retail and non-retail buyers... we were inspired to put into action many ideas for selling our books beyond the bookstore and more profitably.”

Flora Morris Brown, PhD

The logo features the word "you" in a large, bold, lowercase serif font, with "said it" in a smaller, lowercase serif font directly beneath it.

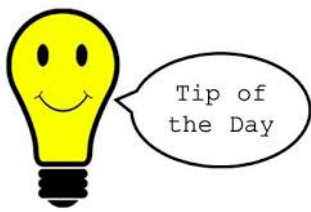
## They Said It: Motivational Quotation

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“If you accept the expectations of others, especially negative ones, then you will never change the outcome.”

Michael Jordan





Eastern National (<http://easternnational.org>) was founded in 1947 to serve the national park system. It operates more than 150 units of the National Park Service in the Eastern United States, Puerto Rico, and the United States Virgin Islands. It is located at 470 Maryland Drive, Suite 1, Fort Washington, PA 19034.

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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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