

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**)

Save the dates!

**The APSS Virtual
Book Selling University
June 17 - 18, 2021**

More information to come soon!

Discover how to sell to non-bookstore buyers you never thought of for profits you never dreamed of even in uncertain times.

The January 2021 APSS Book Selling University was such a huge success we thought we would do it again. You will discover how to sell your books in more ways than you ever imagined and to people you never knew existed— in large, non-returnable quantities. Here are some attendees' testimonials to our two previous Universities:

It's Free to Attend (unless you want a few extras)

Yes, you can attend all ten Book Selling University courses over the two-day period at no charge. You will discover how to sell your books in more ways than you ever imagined and to people you never knew existed— in large, non-returnable quantities.



Association of Publishers
for Special Sales

Recordings and “Ask the Pros” meetings

If you would like to receive a link to recordings of any of the ten sessions, they will be available. Now you can have a 15-minute, one-on-one meeting with the speakers too. Save the dates and watch for more details.

I look forward to seeing you there!

To Your Success,

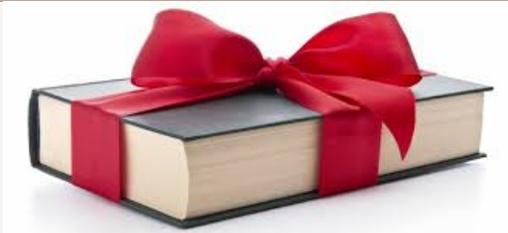
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**News You Can Use -- To Sell More Books in
Large, Non-Returnable Quantities**



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

Timing is important in special sales. In April 2020 the grocery stores were open and doing a great business. On the other hand, people were quarantined at home, and families were forced to spend days and nights together. The APSS board noted this opportunity and within a few weeks created a 16-page, black and white booklet with ideas for family fun and games. It includes activities, games, exercises, pages to color, puzzles and ideas to make mealtime an event rather than just another meal. There are links to many more examples in each category. Promotional-products salespeople have been calling on grocery-store chains to purchase this booklet to give to each person making a purchase. They add their logo on the cover. The minimum order quantity is 50,000 units.



Tips for Marketing Strategy

Could a corporation use your book – fiction or non-fiction – as a business gift? Sometimes, the more expensive your book, the better it could serve as an esteemed gift. In today's highly competitive business marketplace, corporate gift-giving can create stronger brand awareness and have tangible, measurable effects on customer acquisition, loyalty and growth. Your book could be a unique promotional item corporations can use to accomplish that.



Tips for Pricing Your Book Profitably

When should you choose a low price for your book? How about a high price? This checklist will help you decide.

[Read All The Tips Here](#)

The Very Idea

Many first-time authors apply Wizard of Oz marketing. Once their book is published, they start with whirlwind activity but soon find themselves in unfamiliar territory. Initially, they are not sure where they want to go, but eventually find the right path to reach their goal. They soon learn they need to think through the journey, create a plan and learn new skills for marketing and sales. They also need the courage to do what is necessary to reach their goals, such as moving out of their comfort zone to call non-bookstore buyers and overcome rejection. They also need heart, with enthusiasm, self-motivation, creativity and commitment. Once they reach their goal, all the activity becomes familiar and routine, and they feel at home with their new-found intelligence, bravery and passion. Yes, there is no place like home.



Answers to Your Questions About Non-Bookstore Marketing

"You talk a lot about the importance of networking. But how to get started doing it? Phillip Wicker

Right now you could be six contacts away from anyone you might want to reach, whether it is a buyer at Wal-Mart or the decision maker at a Fortune 100 company. A key to building a successful special-sales prospect list is to learn the name of the first of those six people. Do that by *networking*, talking with people and finding out whom they know and how they might help you. Then network at the next level. Each contact brings you one step closer to your ultimate objective.

Networking helps you build a file of names. Then when the need arises, you have a ready list of people who can serve as the place to start networking. The more contacts you have, and the broader their spheres of influence, the



more likely you are to meet the right people and acquire the proper information when you need it.

What 25 relationships do you need to nurture this year? Make a list of all the people who can help you double the size of your business – including the next five major customers you need. Figure out how to cultivate and deepen these relationships before you ask for any favors. “Establish how the relationship will benefit the other person, how you can help make them more successful,” says Keith Ferrazzi, author of “Never Eat Alone”

Leadership and Growth Concepts

By Tom Hill



Learn that "always" isn't absolute
One of the reasons why all of us can get caught in autopilot is that we tend to see the world as a set of absolutes. You are apt to believe that such and such will always happen, because so far it always has. This is a mental shortcut, which saves you from having to think about it again. As a result, your thinking falls into patterns of your own making and you are, in effect, switching on the autopilot.

You're on The Air

Tips for Getting On and Performing on TV and Radio Shows

The perception of an ulterior motive makes you suspect in the viewers' minds. Combat that by using real-life illustrations. You can be more effective if your examples are personal, describing what you went through and expressing the feelings you experienced. Make the audience empathize with you. Show them how you survived (or conquered, implemented, discovered or proved) something and, by following your advice, how they can, too.



How Single-Title Authors Can Create Multi-Book Campaigns

By Brian Jud



Authors may become discouraged after trying to sell their book to non-retail buyers in corporations, associations, etc. In many cases they are making the sale more difficult than necessary. Selling to a prospective buyer with one book and an implied “take it (your book) or leave it” offer generally results in “leave it.” However, if you go to the buyer with multiple alternatives your chances of getting the sale increase significantly. But how can a single-title author do that? Read on.

[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

Case Study: Write Your Book with Interviews

Many of my clients say they don't have time to write a book. I completely understand. After my first book was published by a professional publisher, I asked my editor if he'd be interested in another book called *101 Businesses You Can Start on the Internet*. He loved the title and told me to write the book—fast—because the next big trade show was 90 days away. He wanted to show buyers he had a manuscript ready to be published.

[Read More Here](#)



Marketing Tip from Pam Lontos

Selling the “Fact-Advantage-Benefit” way can dramatically increase your book sales.

Know your benefit statement so the next time someone asks, “What’s your book about?” you know exactly what to focus on: What’s in it for them. Remember,



when selling your books, always think, “Who Cares,” and then make sure what you say answers that question.

Fact: My book is on nutrition.

Advantage: You’ll learn all about vitamins and minerals and how they affect the body.

Benefit: You’ll feel better, lose weight, look healthier, and live longer.

You Said It: Members Comments on APSS Benefits

you
said it

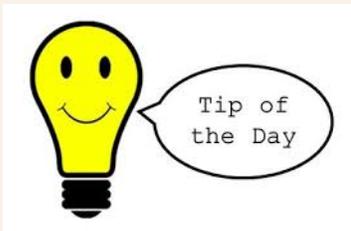
“The APSS Sales Conference was an intense, dynamic and fascinating event. I acquired a great deal of valuable information and made great contacts. The inner world of special sales has always been an area of publishing that nobody else covers for authors, and it is the hottest market for authors today!”

Jan Kardys



They Said It: Motivational Quotation

“Learn from the mistakes of others. You can’t make them all yourself.”
Usher



APSS Tip You Can Use Today

Book summaries have been around for a long time. Readitfor.me (<https://readitfor.me>) takes the concept of a book summary to a new place. Readitfor.me provides the user with the core content of a book in three separate formats. The traditional written summary provides a concise summary of the book. The audio summary provides the core content in an easy to listen format. My personal favorite format is video. In approximately twelve minutes, the content of a book is presented using slides and narration. A fifteen-minute segment of a staff meeting can become the equivalent of your entire team reading a book a week. Learners

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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.

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