

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**)



Book Selling University returns!

APSS, Bowker and IngramSpark bring you a monthly series of book-marketing webinars. Each will occur on the fourth Wednesday of the month beginning at 7:00 pm ET.

Our inaugural event is Self-Publishing 101 presented by Josh Floyd, president of Ingram Spark. It will be held on May 25 beginning at 7:00 pm ET. This webinar will include a description of the Best Practices for IngramSpark's Self-Publishing Platform. Whether you've got a finished manuscript—or merely an inkling for a best seller—navigating the path of self-publishing can seem like a daunting task.

However, with the right tools, content, marketing, and distribution strategies in place, being successful is a lot more achievable than it sounds.

Josh will offer insights on using the IngramSpark platform for Print-on-Demand and Distribution through Ingram Book Company, considerations for preparing your book for market and advice for pricing your books for specific markets, and finally, best practices for success to the Retail Market.

Register for this event here: <https://bit.ly/3w4fZII>

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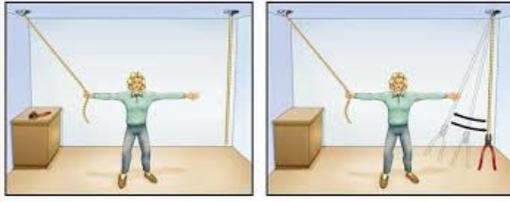
News You Can Use -- To Sell More Books in Large, Non-Returnable Quantities

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

The most novel sales proposals get the worst rating – businesspeople dislike novelty. Extremely familiar proposals fare a little better but also receive low scores. The highest evaluation scores



went to submissions that were deemed slightly new. There is an optimal acceptance for new ideas



Tips for Marketing Strategy

Selling only through bookstores and ignoring larger sales to non-bookstore buyers is an example of “functional fixedness.” According to an article in *Reader’s Digest*, “In life, once on a path, we tend to follow it, for better or worse. What’s sad is that if it’s the latter, we often accept it anyway because we are so accustomed to the way things are that we don’t even recognize that they could be different.”



Tips for Planning Profitably

Strategic planning is simply the process of thinking about what you will do before you do it. This process is as simple as PIE, if you think of the word PIE as an acronym representing the words Planning, Implementation and Evaluation.

Planning is the process of evaluating the pros and cons of possible alternative actions and analyzing how each alternative will impact other aspects of your marketing programs.

Implementation is doing what you planned to do.

Evaluation is the process of comparing your actual results with your forecast.

Evaluate what has worked for you in the past and try new strategies if necessary.

Aim high. Set big goals that will motivate you to action.

The Very Idea

Have fun when you brainstorm. During a creative session, a team of engineers got into a really wacky mood and made fun of their project. Their comments were off the wall. The meeting was a great success many new ideas were generated. The next week everybody was in a serious mood and no new ideas were generated.

The moral is that having a little fun can stimulate your creative juices. What wacky things can you do for your book? When selling your children's book through supermarkets, could you change the cover to make it look more like a cereal box?

Answers to Your Questions About Non-Bookstore Marketing

"Why is personal networking better than social networking?" Samuel Coleman

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 According to Charles Stahler of The Vegetarian Resource Group, "We have 94,000 copies of Meatless Meals in print and we'll end up publishing over 100,000 of these books. We owe this success almost exclusively to networking and building



Begin by reducing the total number of possible contacts to those most likely to help you in each situation. For example, if you are looking for marketing assistance, associate with people who have that knowledge by joining IBPA, SPAN or a local publishers group.

Trade shows provide fertile ground for making helpful networking contacts and renewing old relationships. Attend the ALA, BEA and other major events, but do not ignore regional and local bookseller shows. Register for seminars and workshops. Join discussion groups to increase your visibility among your colleagues. Go where your fellow publishers congregate and you will that see your list of contacts grows quickly

relationships over time.” Do not make it happen, let it happen. Nurture relationships by being where your target prospects are. This may be at trade shows, seminars, industry events or association meetings. As Mr. Stahler says, “if you go to these events, you are more likely to be successful because your competition probably won’t be there.” Take the initiative to meet people and spread the word about you and your titles.

Leadership and Growth Concepts

By Tom Hill



In our power-centric universe, those who feel inferior are discouraged, and they want the world to "think like them." (The origin of all dysfunctional and misbehavior is rooted in discouragement. The deeper the discouragement, the more tragic the level of misbehavior or dysfunctional behavior.) The first stage to improving the intellectual interaction between parents and children is to remove the power barrier and install a relationship based on influence. Power operates on an inverse relationship to influence; power runs out, influence lasts for a lifetime.

The quality of our behavior is determined by the quality of our thinking. In a world of shallow values, instant gratification and quick fixes, critical thinking offers what is commonly unpopular: substance and intellectual discipline. Such thinking requires the cultivation of core intellectual virtues such as intellectual humility, perseverance, integrity and responsibility.

In a world of accelerating change and intensifying complexity, critical thinking is central for economic and social survival. Nothing of value comes easily, but a rich, intellectual, environment is possible when the foundation for the educational process is constructed upon critical thinking.

When on the air there are devices you can use to make your answers compelling, including comparisons. Comparisons show similarity in some respects between things otherwise dissimilar. Use them to help illustrate your points. You can make a comparison by using a simile (a figure of speech comparing two unlike things by the use of the introductory like or as) or a metaphor (a figure of speech comparing two unlike things without using the introductory like or as).



Example of a simile: A simile can describe unconventional places to search for job opportunities. Begin by saying, “The job market is like an iceberg, which has only 10 - 15% of its mass visible. The remaining 85 - 90% is under water and not easily seen. Similarly, in the job market, opportunities listed in the help-wanted ads represent only 10 to 15% of the positions available.”

Example of a metaphor: While discussing the opportunities resulting from a layoff, one could begin by saying unemployment is the “dawn of a new day.” Then proceed to talk about the positive aspects of job transition.



Goals are Worthless ...

By Brian Jud

Goals are the foundation of a solid marketing plan. They provide a target at which to aim, the standard against which you can gauge your company’s progress. They divide your vision statement into manageable steps and provide a path to its realization. And written goals provide a means for looking back to see how far you have come.

If all these benefits of setting goals are true, how can goals be of no value? Goal-setting is a tool, and like any other tool it is useless if used incorrectly. However, goals are worthless unless they are...

[Read the complete article 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**

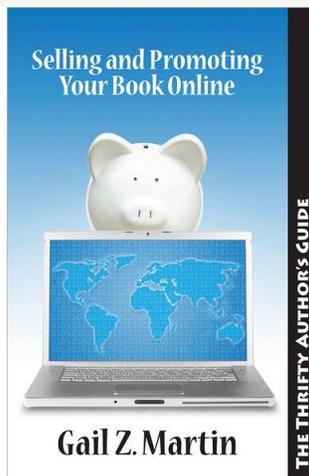
Several types of editors can help you create your finished manuscript. Work with them in this order:

- Developmental editors work with you as you write your book. Your book coach could also play the role of a developmental editor. They are concerned with your big ideas and the flow of the book. They might move paragraphs or rewrite entire sections of the book.

- Line editors take your finished manuscript and edit for context and content. They also look for word choices, badly written sentences, clichés, and style.



- Copy editors fix typos, punctuation, and grammar. Everyone—and I do mean everyone—needs an editor. You couldn't possibly find every typo and error. You don't know every nit-picking grammar rule or The Chicago Manual of Style either. Editors make you look better, make your readers happier, and ultimately help you sell more books. Plus, you'll learn how to become a better writer when you see how a professional editor wordsmiths your work.



Marketing Tip from Gail Z. Martin

A live speaking engagement, special event or book signing lasts for a finite amount of time. But on the web, you can extend the life of your special events indefinitely. Your website becomes a way to amplify the impact of your promotional events and make them last longer, extending their value to you and to the customer.

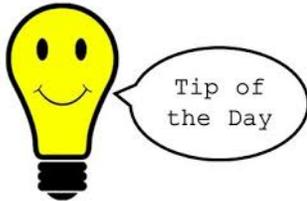
You Said It: A Member's Comment on APSS Benefits

“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

“Discoveries are often made by not following instruction, by going off the main road, by trying the untried.” Frank Tyger



APSS Tip You Can Use Today

People buy your book for what it does for them, not for what it is. For an explanation of that concept, see the article, “Stop Selling Books And Start Selling Benefits” at <https://bit.ly/2ofexdG>

For copies of all the previous issues of *Book Marketing Matters* visit 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

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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