

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**)



Self-Publishing 101 **presented by Josh** **Floyd, president of** **Ingram Spark**

APSS, Bowker and IngramSpark bring you a monthly series of book-marketing webinars.

On May 25 beginning at 7:00 pm ET Josh Floyd, president of Ingram Spark will present "Self-Publishing 101." 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,
Brian Jud
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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

Do not think of making special sales as a difficult task in which you will have to call on *Fortune 100* corporate buyers. Think of this journey as an adventure, an exploration to find new ways to sell books. You may already have access to



many non-bookstore retailers if your distributor is currently calling on on airport stores, discount stores, etc. Or start by getting a local company to buy ten of your books to use as a gift with purchase.



Tips for Marketing Strategy

“Many of us think of salesmen as people traveling around with sample kits. Instead, we are all salesmen, every day of our lives. We are selling our ideas, our plans, our energies, our enthusiasm to those with whom we come in contact.”

Charles M. Schwab

You are no longer an author, but a salesperson in charge of increasing your sales, revenue and profits.



Tips for Planning Profitably

A properly integrated marketing plan is like a compass, pointing you to profitability.

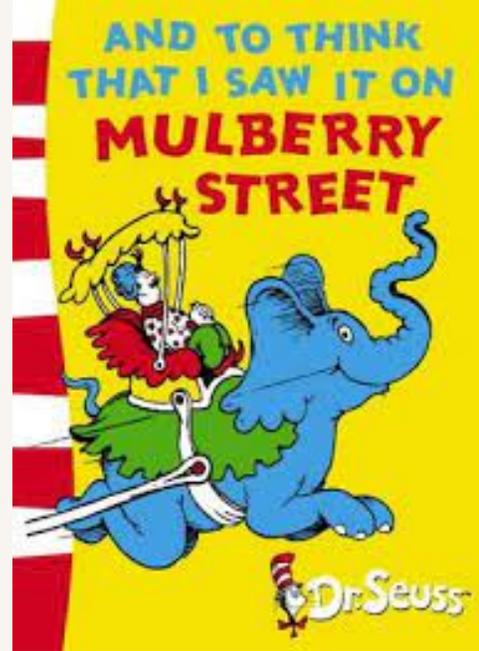
Planning is analogous to what pilots do before leaving the hangar. They create a flight plan outlining how they will fly from one point to the other. Once they take off, unanticipated events may occur that require adjustments to their initial plan. Turbulence may force them to change altitude, or they may have to change course to avoid thunderstorms. Pilots adjust their plan as necessary to complete their journey most expeditiously.

Your marketing plan should be similar to a flight plan. It is a description of your destination and a set of instructions of how to get there. At the same time it describes what to do when circumstances change.

Theodore Geisel (Dr. Seuss) wrote his first children's book, *A Story No One Can Beat*, in the mid-1930s. Working as an advertising illustrator at the time, Geisel sent his whimsical manuscript to 27 publishers. They all rejected it. After the last cold shoulder, Geisel stomped down New York City's Madison Avenue, determined to burn the manuscript and, perhaps, his writing career.

When he was out cooling off, he bumped into his old college roommate, Mike McClintock, who happened to edit children's books at Vanguard Press. Geisel shared his woes with McClintock who asked to see the story. McClintock suggested a few changes and Vanguard published the book in 1937 with a new title: *And to Think That I Saw It on Mulberry Street*.

According to Geisel, "If I had been walking down the other side of Madison Avenue, I'd be in the dry-cleaning business today." (*Reader's Digest*)



Answers to Your Questions About Non-Bookstore Marketing

"I get most nervous when presenting the price for my books. What are your tips for presenting your compensation request?" Jackie Thomas

At the stage when you are about to discuss price, the tension will begin to increase. The buyers know they will soon be asked to make a decision, and price can always be the excuse for indecision if the *value* is not presented properly. That is why you never want to lead with your pricing. If you build your case properly the buyers will feel they are getting a bargain when they see your bottom line. Any price you ask is too high if the buyer has no need for what you offer. (Would you pay \$1.00 for a ballpoint pen sharpener?)

Some people feel that "the first person to give a price loses." The assumption is that if



If you are suggesting a sequential introduction, divide your total price into more manageable subtotals, the sum of which may appear less costly than simply stating the entire amount. This strategy also reduces the buyer's anxiety and makes it easier to make a positive decision since the dollar commitment is spread over time.

If you show the price of each implementation phase, also show the proposed level of goal attainment for the money invested

you give a price first, it may be too low and you are leaving money on the table. Or, it may be too high, discouraging further negotiation. A position that results in having a winner and a loser is not a good way to enter a business relationship. You want a long-term association with many repeat orders. Additionally, if you do all the preliminary research properly, your proposal is simply a summary of all that to which you have already agreed. It is a written document that "puts everything in writing" and precedes the formal letter of agreement.

at that time. This serves two purposes. First, it shows the value received for each dollar spent. Second, it takes the emphasis off the *price* of your plan and places it on its *cost*. Third, it gives your prospects a partial *out*, an exit strategy that may be chosen *if* part of the path is truly off course. The validity of this argument is relative to the size of the commitment you are requesting.

Leadership and Growth Concepts

By Tom Hill



The concept of the Mastermind Group was formally introduced by Napoleon Hill in the early 1900s. In his timeless classic, *Think and Grow Rich*, he wrote about the Mastermind principle as: "The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony."

The simplest definition of masterminding is "brainstorming with one or more individuals in order to achieve and exceed desired outcomes."

Mastermind Groups (also known as peer-to-peer advising) offer each participant an opportunity to share his or her knowledge base, skills and

Think of your Mastermind Group as an objective advisory board that will provide you with honest feedback, new possibilities, and higher expectations and accountability, which will push you to new heights in achievement.

The explanation above makes masterminding sound fairly enticing; however, GREAT masterminding is intense, yet intimate, and asks you to bring your 'A' game to the party of Life! It forces you to seek clarity and work towards the life you want ... not let you settle for less. It's a high-vibe environment that creates awareness and "ah-ha moments" that will propel you into action. It helps you discover your purpose and embody your legacy. If you think that sounds pretty amazing, it is! Mastermind groups, at their best, create a synergistic community of colleagues who become friends that have each other's backs and best interests at heart. It is brainstorming with total honesty, integrity, respect and compassion.

resources with one another with the intent of assisting each member in obtaining personal or professional goals and visions.

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



There are four general ways to structure your answers to questions from the host of your TV or radio show. Use one or more of them during a show to vary your responses, build rapport and make the interview seem like a conversation:

The chronological response. This method involves a description of your subject from a strategic beginning point. Starting with the earliest relevant experience, describe each event before moving on to the next. Or you could use the reverse-chronological sequence beginning with your most current information and then going backward in time.

The narrative response. This format gives you the chance to present your point in the form of a story. Use a narrative response only during shows of fifteen minutes or more. It is a good response to the amiable host seeking information about the real you, the person behind the image.

The enumerative response. This is a good technique to use in a short segment, when the host asks for “three quick examples to prove your point.” List and describe each briefly, counting them off on your fingers for emphasis. You could also use the enumerative technique at the end of the show to summarize your agenda items.

The geographical response. Use this style when it is important to describe where something took place.

The Top Ten Places to Sell More of Your Books

By Brian Jud

The worldwide book market generates almost \$90 billion annually. The best way you can benefit from this opportunity is to divide the total market into two



segments and sell them according to their needs. The first is the retail segment where you reach buyers through distribution partners. The second is direct sales to non-retailer buyers (businesses, associations and schools) who use books as marketing tools to sell more of their products or help their employees, members or students. Here are the **Top Ten Places to Sell More of Your Books** (five retail and five non-retail).

[Read the entire 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

Case Study: Write Your Book with Interviews: *101 Businesses You Can Start on the Internet* by Dan Janal



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.

My original thought was I would have a lot of time to write the book and fit it in while I was doing my day job of publicity. But I knew I couldn't do 101 interviews in just 90 days. That would equal more than one interview every day for 90 days.

That doesn't sound hard for an experienced writer like me, but you have to realize there's a lot of work that goes on behind the scenes to get the interview in the first place. You have to find suitable businesses, find the right people to ask, set appointments to interview them, interview them, transcribe interviews, and edit

That's a lot of time. If I had six months—180 days—it would have been hard, but doable. Having only 90 days made the task seem impossible.

I love solving problems. How could I make this work? This idea came to me: I'd find companies and ask if they wanted to participate. If they did, I'd send them a questionnaire. They'd complete it. I'd edit it.

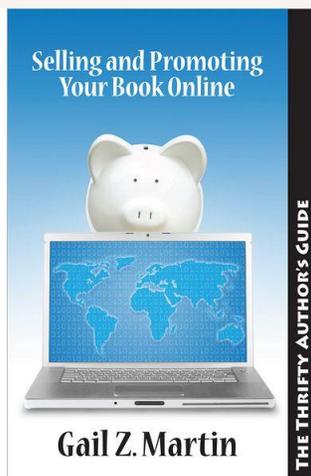
Then I tweaked it one step further. I included the questionnaire along with the request. This worked.

Not only did I have enough material for a book, but since all questions were the same, readers could see how people in different industries responded. There were similarities and symmetries to the process that made the information easy to access.

The book was such a success that two things happened. First my publisher asked me to write a sequel, *101 Successful Businesses You Can Start on the Internet*; then a publisher in Brazil bought the rights to the book for his

transcripts.

country and published it.



Marketing Tip from Gail Z. Martin

Cross-marketing and collaboration are fantastic ways to promote your book because many activities are free. If you have five thousand people on your list and your cross promote with another author who also has five-thousand opt-ins on his list, you have now doubled your reach without adding anything to your cost.

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

“I’m glad I attended. I learned enough new things, got enough new ideas and connected with enough great people to easily justify the time and cost of attendance. I’m eager to put all this new knowledge and my new connections to work.” Gail Woodard

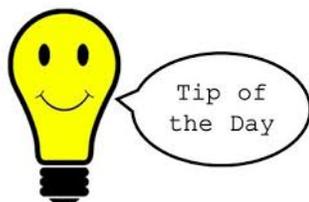
you
said it



They Said It: Motivational Quotation

“The key to good decision making is not knowledge. It is understanding. We are swimming in the former. We are lacking in the latter.”

Malcolm Gladwell



APSS Tip You Can Use Today

Discover how to "Develop Your Book Sales Strategy and Tactics" and how that can help you sell more books and become more profitable. See the article at <http://bit.ly/37Q5MOi>

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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