

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.

Volume 22, Issue 101 Number 506 June 6, 2022

More Benefits and Savings for APSS Members

(The Association of Publishers for Special Sales - **Join Now**)



Display your book(s) at the American Library Association Annual

Conference -- DEADLINE is TODAY, June 6

APSS has an agreement with Combined Book Exhibits to display your books before thousands of librarians at the 2022 American Library Association Annual Conference

As the world's biggest library event, the onsite Annual Conference & Exhibition brings together thousands of librarians and library staff, educators, authors, publishers, friends of libraries, trustees, special guests, and exhibitors. You'll find educational programming; important announcements and updates; relevant legislation and policies; and discussions that majorly impact libraries, their roles, and their ongoing transformation.

Your book(s) is displayed face out, visible to all attendees

- The display company creates a catalog listing full contact information and it is handed out to potential rights buyers. You can also provide your own order forms/ promotional materials.
- The exhibit is staffed by experienced representatives tasked with the responsibility of selling the rights for each book.

The deadline is TODAY June 6 to display at ALA:

- Print Book or Ebook Display (per title) - \$140
- Print/Ebook Combo (per title) - \$200

Register at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

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



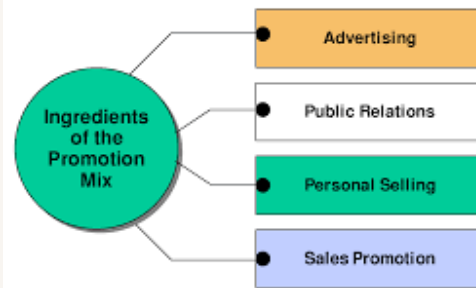
Many of our personal goals are stranded on a little island called, "Someday I'll." Don't wait for your idea to happen. Motivate yourself to make it happen. As adman Carl Ally put it, "Either you let your life slip away by not doing the things you want to do, or you get up and do them." What are three things you can do today to reach your book-marketing goals?



Tips for Marketing Strategy

As you are revising your marketing plans for the remainder of the year, rephrase your new goal as a question: "In how many ways can we reach net revenue of \$X00,000?" As you place more attention on increasing revenue instead of selling books, you extend your focus to think of multiple ways to make more money. This could be by selling your content in a book, booklet, ebook or another format. If you change the operative word from "reach" to "expand" or "grow" you could expand your product line, pool of authors, other markets, new users or new uses for your content. You could grow revenue through corporate sales, selling to associations, generating recurring revenue, consulting and/or speaking.

Elements of the Promotion Mix



Tips for Better Promotion

There are over 1,000,000 new titles published every year. On an average business day, 3500 new titles are released with 3500 new authors competing for the attention of the book-buying public.

Match your promotional mix to your overall marketing objectives.

Your various promotional events should support and feed off each other.

The best way to increase the velocity of your books through the distribution channels is to communicate an informative and motivating message to a select group of customers.

Invest your promotional time and money where you can reach the highest concentration of prospective customers.

Creating buzz successfully is related less to the amount of your promotional budget and more to the way your communication program is implemented.

The Very Idea

“The time has come,” the walrus said, “to talk of many things. Of shoes, and ships, and sealing wax, of cabbages and kings.” Combining unusual ideas is at the heart of creative thinking. Guttenberg combined the wine press and the coin punch to create movable type and the printing press. What if you combine a chair and a bookshelf for easy access to a relaxing read? What if you combine your children’s book with a plush toy, or your Christmas book with a plate for Santa’s cookies? What different ideas can you combine to make your content stand out from the crowd?



Answers to Your Questions About Non-Bookstore Marketing

"What are some things I can offer prospects in my direct-mail campaigns to get them to respond?"
Angelo Johnson

The most important part of your direct-mail package is not your book, but the value that surrounds it. There are several basic propositions you can use by themselves or in various combinations, depending on your objectives.

- **Free information.** This is often the most effective offer, particularly when your objective is to generate leads for future business. Tell people that when they order a copy of your book they will also receive a special report or some other free, useful information. You can also direct people to your web site for a free download of some complementary content.
- **Samples.** If you are selling booklets or other low-cost items, a sample will show



- **Free gift.** Even something given for free must have value to the recipient of it is to be effective. The most important criterion for gift selection is 1) appropriateness of the gift, 2) its effect on repeat business, and 3) net profit per thousand including the cost of the gift.
- **Secret gift.** If the prospective customers complete all the information on the reply card or order form they will receive an extra free, unnamed gift.
- **Advance payment.** If you want the customer to order with a credit card or to send a check with the order you could

people the level of information and quality they may expect when purchasing from you. Perhaps making an excerpt available on your web site will accomplish the same result for your books.

- **Conditional sale.** If you are selling a subscription to your newsletter, or perhaps a continuity book program, you could increase the possibility of long-term acceptance based on a sample. For instance, you would offer the premier issue of your newsletter for free if the prospect agrees to a one-year subscription.
 - **Yes-No.** This is an involvement proposition where the prospects are asked to respond by indicating whether they accept or reject your offer.
 - **Time limit.** Setting a time limit on a given offer forces action, either positive or negative. Usually it is more effective to name a specific date rather than a time period. Allow enough time for deliberation, but not so much as to cause inertia.
 - **Discounts.** A discount is a popular lure and is particularly effective where the value of your book is well established. Three types of discounts are typically offered: for cash, for an introductory order or for volume purchases. Providing free shipping could be considered a discount if the customer is used to paying for freight.
 - **Positive option.** Every shipment is based on a direct action by the customer. Front-end response to a positive option is likely to be lower, but long-term sales are likely to be greater.
 - **Load-up.** This is a favorite of publishers of continuity series. With it, you would offer a set of twelve books, one to be released each month. After the customers have received and paid for the first three books you would invite them to receive the remaining nine all in one shipment with the understanding that payments may continue to be made monthly. This invariably results in more
- offer an incentive for doing so. This might be a special report or free gift.
- **Add-on offers.** If you want your prospects to call you, tell them to ask for your *special offer* when they speak to your sales person. A variation of this might direct more traffic to your web site.
 - **Deluxe alternatives.** Give the customer a choice between your perfect-bound book and your special leather-bound edition. An autographed copy could be considered a deluxe alternative, too.
 - **Offer a guarantee.** The words *satisfaction guaranteed* are at the heart of all mail order selling. If you include a buy-back option it becomes even more effective.
 - **Bounce-backs.** This offer succeeds on the premise that the best time to sell people is right after you have sold them. Forms offering more of the same title, related books or items totally different from that originally purchased could be included in shipments or with the invoices.
 - **Optional terms.** Here, the objective is to give the prospect the option of choosing terms at varying rates. The bigger the commitment the better the bargain.

Leadership and Growth Concepts By Tom Hill



What happens when you mention the phrase, "It worked so well, I stopped doing it," in a room of business professionals? They shake their heads up and down as an act of validation, and then they smile and laugh. I am here to tell you, **THAT PHRASE IS NOT FUNNY.** "It worked so well, I stopped doing it" is a complete sign of mental weakness. Moving forward, set a mental toughness goal for yourself to adopt the mentality of "it worked so well that I continued to do it." This may seem like a no-brainer, but the mental weakness mentality is more common than you may think.

When normal people achieve success, they have the tendency to stop doing the activities that caused the success. This is called the "seduction of success." When mentally tough people achieve success, they use the positive momentum of success to improve their process.

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

"Producers know why you're on the show. You're not just doing it because you want to help the station, and everybody understands the rules. Answer the questions, but select one, two or three key messages you're trying to get across during the course of the interview and find ways to weave those into the answers to the questions you can expect to get." Nick Peters

This does not mean you ignore the interviewer's questions totally and recite what you think they need to know. That might cause the host and the audience to become indignant. Instead, allow the host time to fulfill his or her agenda (being a good interviewer) to the extent that your purpose is not compromised. If you sense the conversation going off in a different



direction and you have not addressed your critical points, you must begin to respond differently.



The Best Marketing Tool Never Used

By Brian Jud

Every day I hear authors and publishers lament that sales are down, and they don't know why. Then they continue doing the same things they have always done, and expect different results. However, there is one marketing tool that can make an enormous difference in one's sales, but it is rarely – if ever – used. It is market research. Here are a few simple steps you can take on your own to discover the cause of poor sales, and provide some ideas for taking corrective actions.

[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

Your outline provides the sturdy bones that hold your book in place. Stories are the skin that brings your message to life.

Your background might not include storytelling as a means of communication. Or you might come from a world of numbers (e.g., charts and graphs), or a world of commands (e.g., dos and don'ts) or a world of processes (e.g., do this first; do that second). Those are fine ways of communicating in certain situations. And certain people learn by certain methods, so you should definitely use these instructional methods at the right time.

However, I strongly suggest you use stories as well because:

- People like to read stories.
- Readers are moved by stories.



My neighbor went to church one Sunday, but her husband said he was going to stay home. He wanted to trim tree branches. When she came home, she didn't see her husband in the house. She went to the back yard and found him dead on the ground with blood all around him. His chainsaw had bucked and sliced off his leg. He bled out before the ambulance could arrive. My advice to you is: You don't have to be an expert in everything. Hire a professional. Your life might depend on it.

- Stories persuade people.
- People remember stories.

Let's pretend you want to convince people to use chainsaws properly. You could admonish them to use tools carefully. You could cite statistics showing the number of deaths and accidents chainsaws cause. Will they follow your advice based on your logic? Maybe. Maybe not. They come across so many facts and figures every day. But long after they have forgotten facts and figures, they'll remember this true story my bookkeeper told me:

Now do you think your readers will pay more attention to your step-by-step instructions?

That's the power of a story—power you can't get from statistics or facts alone. Stories teach, demonstrate, convince, warn, gain trust, show your personality, build rapport, and add humor.

Stories don't have to be long. The chainsaw story contained about 100 words. Yet it had a beginning, middle, and an end. It also made a point. Your stories should have a moral, prove a point, or teach a lesson. In this case, the lesson was: – Hire a professional. Your life might depend on it. The moral of your story could be your sales message or your call to action. You might think, – I'm no storyteller. Fortunately, it is easier to create stories than you might think. Although dozens of techniques work, the case-study formula always works.

"Hey Buddy, Watch Your Language!"

By Chris Amorosino
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I played a two-minute video during an online meeting with the goal of giving people encouragement during the pandemic. At one point in the video this positive, uplifting presenter says that she's not implying that these times are not tough, and she says we will all suffer some inconveniences.

After the video, one person said he found no comfort or encouragement in that message. He seemed focused on the fact that the presenter said the

When we give a group of people a name that group often tries to live up to that name. Call me a police officer and I'll focus on policing. Call me a peace officer and I may focus more on peace keeping.

Many times, word choice alone has a more significant effect on the reader or listener than the actual content or meaning or facts in your message. The same group could be described as freedom fighters or as terrorists, depending on what you



economy and pandemic would inconvenience us. The video presenter's choice of the word *inconvenience* blocked this person from gaining anything from the message.

Poor word choice vacuums effectiveness out of communications. A major newspaper quoted a chief of police in Arizona as saying that his department's job is to prevent crime. I suggest the chief watch his language. Isn't the job of the police not to prevent crime but to maintain and promote peace? That's a big difference.

If my goal is to prevent crime I'll focus on shady behavior and unsavory characters. If my goal is to keep the peace I'm likely to focus more on encouraging and protecting law abiding citizens.

want to communicate. I could call something a clever plot and get one reaction or call the same thing a conspiracy and get the opposite reaction.

Words have personalities. The words odor and aroma may be defined similarly but only one makes me want to move in closer. Call someone a statesman rather than a politician and you communicate something different. I could tell you to watch your language or I could ask you to use words that appeal and don't repel.

Your words are your face on the screen or page. Put on your best face. Look smart and smile. Always comb, brush, and floss.

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

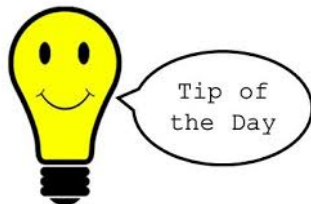
“APSS put on a dynamic conference with dynamic, knowledgeable speakers. It was an enlightening eye-opener. I never realized there were so many different ways to approach book selling.”

Jeanne Rogers



They Said It: Motivational Quotation

“You can't use up creativity. The more you use the more you have.”



APSS Tip You Can Use Today

Maintain your passion for promoting your books even when things look bad. See how in this article <https://blog.bookbaby.com/2021/02/maintain-your-passion-for-selling-books/>

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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