

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**)



The Five Biggest Mistakes New Authors and Publishers Make When Promoting Their Books

Webinar by Kellie Rendina – Smith Publicity, June 22, 7:00 pm ET

When you finally finish writing your book, you might think that the biggest hurdle is behind you. While that's true to an extent, there are many important pieces for launching a book that come after the writing and publishing phases, and one of the most important is promotion. Understanding just how competitive the book industry is, there are certainly a few frequent mistakes and missteps every author should try to avoid when getting their book out into the world.

To increase your chances of success, watch out for these common pitfalls: Running down the clock,



underestimating the power of the author platform, spreading yourself too thin, making it all about you/your book, feeding into criticism.

Register for this event here:
<https://bit.ly/3thyum1>

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



Were you overcharged? Once their book is finally published, authors sometimes start marketing with great passion and enthusiasm. When sales do not meet expectations, they slow down and eventually give up. That is like sprinting at the beginning of a marathon and losing the stamina to finish. Instead, pace your activity for long-term growth, knowing that it takes years to establish yourself as an author, and your content as worthy of large sales.

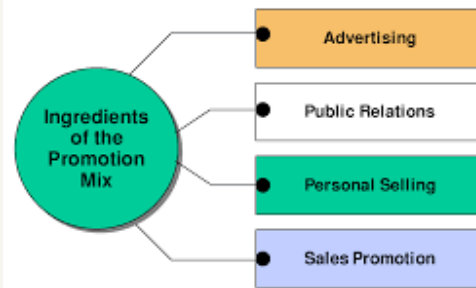


Tips for Marketing Strategy

Change questions. An old tale tells of a curious plague that struck a village long ago. When afflicted, its victims went into a death-like coma, and most of died within a day. The problem was that villagers couldn't tell if a victim was dead or alive. After discovering that someone had been buried alive an alarmed town council convened. The majority -- hoping to save lives -- voted to put food and water in every coffin. Another group proposed a cheaper solution to implement: a long stake in every coffin placed directly over the victim's heart. Thus, all doubts about the victim's condition would vanish. What differentiated the solutions were the questions used to find them. The first group asked, "What if we buried somebody alive?" The second group asked. "How can we make sure everyone we bury is dead?"

How can you change your questions to come up with different answers? For example, define your target readers and then ask, "Who else could use this content?"

Elements of the Promotion Mix



Tips for Better Promotion

There are four general promotional tools you can use at different times to accomplish your marketing goals -- online or offline.

1. Publicity, such as social media, press releases and reviews, is perhaps the most economical element of the promotional mix.

2. Advertising, including social media, direct mail, can reach many consumers simultaneously with the same message, with a relatively low cost per exposure.

3. Sales promotion uses items such as premiums, giveaways, brochures and coupons for generating awareness and stimulating demand through short-term awareness campaigns.

4. Personal selling can be the most persuasive selling tool because it allows two-way communication. It is the best tool for closing the sale.

The Very Idea

If you can't get your book into a bookstore or other retailers, create a "library" with other APSS members and sell it to the bookstores. According to *The Wall Street Journal*, London's Heywood Hill bookstore has casual walk-in customers, "but more than half its revenue comes from assembling libraries for people and institutions... who are willing to pay a bit more in exchange for books tailored to their tastes. It's a bit like having a favorite college English professor whispering in your ear, making recommendations." Store staff assemble parcels for readers, many of whom are in the US.



Answers to Your Questions About Non-Bookstore Marketing

"I would like to get additional sales from my existing customers. Any tips on how to do that?" Paul Alexander

Great question Paul. It is much easier and more profitable to get repeat business than it is to find and acquire new customers. A successful sale requires a good overall experience. You must not only deliver a quality product but do more for less and on time. Your most recent sale is not complete until your customer reorders, so consider these factors to make sure that happens:

- Render excellent customer service.
- Stay on top of the order as it works its way through the customer's procedures.
- Stay on top of the order as it works its way through the production process (design changes, printing, shipping).
- Do everything you said you would.
- Communicate with buyers regularly – people would rather have bad news than no news at all. Inform them quickly of any delays or snags.



- Offer suggestions on changes to schedules, suppliers, form or content.
- Keep tabs on your suppliers to make sure they abide by their schedules and promises.
- Get agreement on all changes and make any changes in writing.
- Define metrics (measurable goals, dates, commitments).
- Do not think in terms of simply making a sale, but of gaining a long-term customer.
- Help your customer implement the promotion after your books are delivered.
- Check in regularly to make sure the program is progressing properly.

Reflections: 2022 US Book Show & The Publishing Industry

By **Laura Baker**



On May 24, 2022 I tuned in to the virtual US Book Show where industry experts from multiple backgrounds shared their frustrations, concerns, optimism, and ideas for pushing the industry forward.

[Read more here](#)

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



A guest is not looked upon as an objective spokesperson, and the audience naturally expects you to say only what is good about your book or product. To combat this impression, tell the host how you want to be described in your introduction. Are you an expert who has also written a book? Are you a consultant? Are you president of your own company? Give the host the words that will position you as an objective source of information. Most hosts begin with a question to establish your credentials to let the audience know you have the qualifications to make statements about this topic and you should be taken seriously.

"I ask the author to outline his or her credentials right away so my listeners know you went to Harvard or spent X years researching. It builds the author's credibility."

Deborah Wetzel, former morning news anchor and talk-show host on WCBS-FM, New York City

The Guide to Long-Term Profits



After more than ten years in the corporate world, I was laid off my job. I didn't want to return to the 9-to-5 routine, so I decided to try something different: I would become an author. How hard could it be to write a book? Although the writing was difficult, I soon learned that was the easy part.

Thirty years later, I look back to one critical decision that enabled me to build a new, lasting and profitable career. I decided that I was no longer an author, I was starting a business. I had to apply the marketing lessons I learned in college, graduate school and from corporate mentors to build my company. Here are some of the lessons I learned that may help you do the same.

[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

Make Your Book Skimmable

People like to skim. That was true when I was an award-winning daily newspaper reporter and business newspaper editor nearly 30 years ago—and it is truer today.

Long blocks of text intimidate people. That's why newspapers use short paragraphs and lots of white space to make articles look easier to read. Smartphones and tablets have shrunk the reading space to a few inches—about the size of your palm. Small screens make even short messages look like a long book. Need I repeat that people today have short attention spans? Fortunately, several writing and design devices can help you capture and keep your reader's attention. They are:



- Italics
- Callouts
- Quotes
- Mnemonic Lists
- Numbered Lists
- Bulleted Lists
- Checklists
- Flow charts, Diagrams, and Process Visuals
- Infographics
- Cartoons
- Charts and graphs
- Pictures
- Subheads
- Assignments
- Summaries

When Should I Publish My Book?

By Scott La Counte

You've just spent what seems like a huge chunk of your life writing your book, and now, at last, it's time to hit that publish button . . . but not so fast! Is it really time to publish your book? Just because a book is finished doesn't mean the timing is right. Your publication date is important. There are certain months that would be perfect for your book and make your pitch to **retailers** and **media outlets** easier, and some months you should avoid altogether. Below are some tips to help make sure your book doesn't launch with bad timing.



[See the complete article here](#)

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

“We did enjoy the APSS conference. Now if our heads do not explode with knowledge, we can put a few things into practice.”

Nadine Yawn

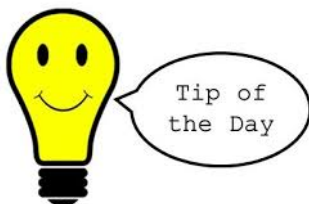
you
said it



They Said It: Motivational Quotation

“A lot of people approach risk as if it's the enemy when it's really fortune's accomplice.”

Sting



APSS Tip You Can Use Today

Is What You Have to Say What People Want to Hear? If so, you can sell a lot more books. See an article about how to do that here: <http://bit.ly/3cDgppB>

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