

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 14 Number 508 July 4, 2022

More Benefits and Savings for APSS Members

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



Two free APSS webinars in July:



July 11 (6:30 pm ET): Using Interviews to Create Excitement About Your Book, by Author Elsa Kurt (Her TV

shows and videos got 8 billion views). Elsa will share what interviewers look for in a guest, how to present yourself to interviewers, AND how to give the best possible interview. This includes tips: your presentation, technical aspects, and how to use your interview to increase fans and followers. **The link for the meeting:**
<https://uso2web.zoom.us/j/6762224705>

July 27 (7:00 pm ET): How to Build Your Author Platform and Launch a Stellar Book Marketing Campaign, by



Jeniffer Thompson. Personal branding is the power of author marketing combined with author platform. A powerful author brand includes three key elements: authority, personal style, and online visibility. Personal branding is the thing that makes you shine, that attracts readers to you, and sells books. In this class, personal branding expert, Jeniffer Thompson demystifies the secrets of personal branding and provides practical tools for creating a powerful, sustainable marketing road map that will guide the next five years of your publishing career. You will learn how to connect the dots of your success, develop a professional, trustworthy brand story and launch your career to a higher level. Plus, she shares the three pillars of successful book marketing and shows you how to get started today.

The link to register for Jeniffer's presentation is
<https://bit.ly/3y9w1M2>

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



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

Does this conversation sound familiar? Buyer says, “Tell me about your book.” Author says, “It’s 6” x 9”, 200 pages, 50 four-color photos, has 20 great reviews and 5 awards.” And best of all it’s \$14.95 and you get 50% off. Want to buy it?” Buyer thinks, “I have no idea what this book means for me.” Buyer says, “No thanks.”

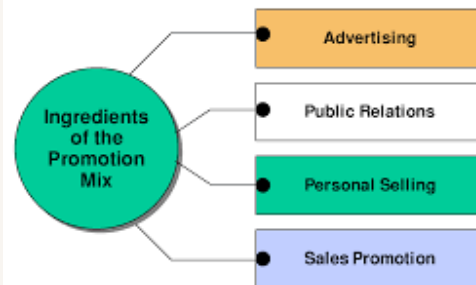
Instead, describe the content of your book and the benefits it offers the prospective buyer.



Tips for Marketing Strategy

“If you want to create a successful business, you have to do more than win your share of customers or control costs – you have to break the rules and overturn the conventional wisdom about how things work.” (*Harvard Business Review*, July-August) Be different and sell your books to non-bookstore buyers – retail and non-retail

Elements of the Promotion Mix



Tips for Better Promotion

Successful promotion involves finding and implementing the proper and timely balance of publicity, advertising, sales promotion and personal selling.

An assorted promotional mix (using multiple types of promotion simultaneously) is most effective in creating *buzz*.

An assorted mix could improve the results of your authors' bookstore events. They will be more successful if you precede each event with an awareness campaign. This might include an enlargement of the book's cover featured in the store (sales promotion), press releases sent to the local media (publicity); postcards mailed to prospective customers

(direct mail), advertising online, or media appearances promoting the signing (personal selling).

The Very Idea

Find a pattern. Much of what we call “understanding” is our ability to recognize patterns. We identify sequences (the order in which we do things to create our book), cycles (annual gift-buying periods), processes (plan, implement, evaluate, implement again...), tendencies (people buy books by authors they recognize), sizes (books vs. booklets) and probabilities (more likely to sell books with increased promotion). What patterns can you use to help you sell more books?

Answers to Your Questions About Non-Bookstore Marketing

"I am a consultant and have a book. How can I use my book to increase my consulting business?" Mark Gerety

If you are a coach, trainer or consultant, use your book to enhance your “real job.” One maker of tombstones found it difficult to increase his sales. So, he wrote and published an “end of life planner” describing issues of importance for people in his aging target market: wills, finances, living arrangements and how to purchase a tombstone. He makes presentations and conducts seminars for funeral directors, assisted-living communities and hospice groups on these topics. At the same time he sells books -- and tombstones. Use these ideas to sell more books as you enhance your credibility in your field:

1) The best alternative is to get meeting planners to buy beforehand. Persuade them to buy enough books for everybody in the audience and then use it during your presentation to reinforce important points. Encourage advance purchases by incorporating the cost of the books in your speaking fee.



Do not take money at the same time you are signing your books after your speaking events. Get someone to collect the money for you while you “schmooz.”

3) When speaking at well-attended conferences, Judith would attempt to have a local bookstore sell the books for her at the back of the room. She would ask if they could have someone onsite, so that attendees could buy immediately after she spoke. She reports, “That usually went over like a lead balloon. The bookstore might order two or three copies. Getting someone to show up with any type of volume of books was impossible.”

4) The least effective way to sell your books is to make arrangements with a local bookstore to have books

2) Do it yourself. Whenever Judith Briles is contracted to speak for a group, she brings her books with her. “People buy them at full retail. And returns aren’t an option. Initially, I only took checks or cash. But when I got a merchant account, sales doubled,” she said.

available in their store so that you can direct buyers to them following your presentation. People will lose the desire to purchase it days after your presentation.

Reflections: 2022 US Book Show & The Publishing Industry

By Laura Baker



Think About It: Let’s Rewind to A Positive Fast Forward

By Laura Baker

Hmmm... let’s take a moment to consider where we are... shortages, supply chain delays, fierce competition for, well, everything—from grocery items to printing paper to cars. It’s all doom and gloom, right? Nope. The glass is half full, and getting fuller, really.

Don’t believe me, my dear reader? Think again. This article is being issued on World Thinking Day, so let me give you some things to ponder that shine a light on the positive direction the printing and publishing industry is headed in.

[Read more here](#)

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

The length of a complete answer on the air is relative. If you are on a news show for three minutes, you do not have time to develop a long response. Your answer should be a complete thought, condensed to fifteen or twenty seconds. The host will prompt you if more information is needed for clarification or substantiation.

I don’t want a filibuster, but I don’t want a yes or no answer either. Jim Bohannon

The length of an answer in a two-minute news



segment should probably be about 15-20 seconds. Just get to the heart of it. Benita Zahn

If you are on a half-hour talk show, you have more opportunity to develop your answers. But do not make them too long, and always keep the host and audience involved in your response so it does not turn into a boring monologue.

A good guest is an engaging guest. Lively. Funny, if appropriate. Someone who knows the length of the show and can adjust the length of their answers accordingly. Eric Marcus

The more organized your response, the less likely you are to ramble. Construct answers using anecdotes to prove your point.



Marketing Strategy Rules

By Brian Jud

Did you ever think about taking a long trip? If so, you probably thought about how you would get to your destination, perhaps traveling by car, plane, train or bus. Then you planned where to stay each night, what to pack and how much it would all cost. Finally, you made a checklist so you didn't forget to do anything and spend your money wisely.

That is the same process used to plan your book-marketing activities. First you think about what you are going to do, analyzing alternatives. Once you choose those that will maximize results, you write a plan as a reminder to perform each action in the proper sequence, at the right time and within your budget.

[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

When I taught the Dale Carnegie class on human relations I shared one of Carnegie's most important points with every class: The best way to overcome fear of speaking is to fill your head with examples and stories. If you have



plenty of both, you'll never run out of things to say. That's a good rule to follow when you write your book. I'd like you to create 10 stories for each chapter.

Having 10 blank spaces on paper or on a screen will force you to create. For example, if I said, "What are ten reasons you should pack an umbrella in your suitcase?" you might think of two or three reasons. For example, I want to protect myself from rain or extreme sun.

If I asked you to think of two more reasons, you might be stumped. I am. But then my brain goes into overdrive. I think, –To use as a self-defense weapon in case I get attacked. Or, –To use as a crutch in case my knee pops out. Granted, those things are not likely to happen, but you can see where an umbrella might come in handy.

If I have to think of six other ideas, I will stretch my creativity. I might think of stupid things or crazy things. I'm forcing myself to think differently. That's where the best ideas come from. I know a copywriter who writes 50 headlines for each ad. Why? The first ones are good. Usually the middle ones are fair. But the final ones are brilliant. He uses those.

You won't get to the brilliant material if you don't slog through the mire first. The creative process works that way. Frankly, I think it is fun, and I hope you think so too.

Now, brainstorm 10 stories for each chapter.

Download a printable version of this worksheet at www.WriteYourBookInAFlash.com/worksheets

How Journaling Can Help You Live Your Best Life

By Ellen Byron
(ellen.byron@wsj.com)

Just 10 minutes a day of writing can be effective, says an author and life coach who suggests: 'make yourself the hero in a story of your own making.'



Keeping a journal can be good for us, but does it matter what we write? Lara Zielin, an author and life coach, believes it does. Ms. Zielin, who is 45 years old and based in Ypsilanti, Mich., advises her clients to follow a method of journaling she calls "Author Your Life," where people think about themselves as characters in a story of their making.

[Read the entire article here](#)

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

you
said it

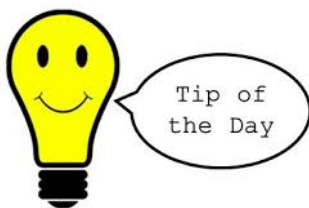
How to get started in non-bookstore marketing: “Last night I sold 14 books at New Orleans North in Joliet, a Mardi Gras type of event our local chamber of commerce hosts. I saw the event as an opportunity to market by distributing BryonySeries cards - and wound up selling 14 books. One man who picked up a card early in the evening returned at the end of the night and bought two books. I know those aren't earth shattering sales. But we sold 14 books at an event that was unlikely to attract readers. I also sold 29 books a couple of weeks ago at a low-attendance "art in the park" event. At the risk of sounding like a broken record, I've learned so much practical, do-able information from you. And I just wanted to say "thank you" again.” Denise M. Baran-Unland



They Said It: Motivational Quotation

“To be nobody but yourself in a world which is doing its best, night and day, to make you everybody else, means to fight the hardest battle which any human being can fight, and never stop fighting.”

ee cummings



APSS Tip You Can Use Today

Create a book-marketing SWOT team to analyze your Strengths, Weaknesses and Opportunities as well as the Threats to your business. Join an APSS Mastermind Group
www.bookapss.org/programs/APS MastermindGroup.pdf

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

Book Marketing Works. LLC

Box 715, Avon, CT 06001

www.bookmarketingworks.com

BrianJud@bookmarketing.com

(860) 675-1344