

# 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 15 Number 509 July 18, 2022

## More Benefits and Savings for APSS Members (The Association of Publishers for Special Sales - **Join Now**)



### Free APSS webinar in July



**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.

Jeniffer Thompson is a personal branding expert, digital marketing strategist, and publishing consultant. She is an author and speaker who delivers strategy-rich content and actionable tools that educate and empower authors. She co-founded Monkey C Media in 2004, an award-winning book cover and website design house. She is also a co-host of The Premise podcast, co-founder of the San Diego Writers Festival, and serves on the board of the San Diego Memoir Writers Association. Visit [MonkeyCMedia.com](http://MonkeyCMedia.com) for author services, and subscribe to Jennifer's author marketing tips at [JenifferThompson.com](http://JenifferThompson.com).

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

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Most book publicists, distributors and retailers will not even consider taking on a client or book without a marketing plan. They advise publishers to “describe your promotional plans and tell what your budget is for advertising, direct mail, personal presentations, tours or any other activities you intend to perform.” This plan and your cover are the two most important parts of your proposal. A weak book with a strong promotional campaign will almost always outsell a well-written book that is not promoted heavily.

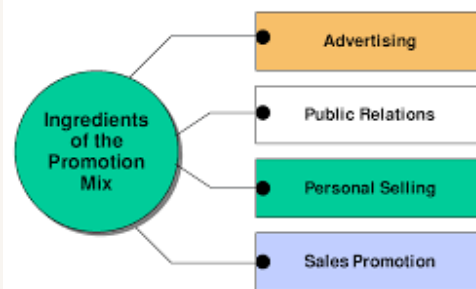


## Tips for Marketing Strategy

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When the Stanford Research Institute created voice recognition (SIRI) they described four tips leading to their success. “We knew that to succeed we needed four major ingredients: 1) a solution to a large and important problem or pain point, with potential for rapid market growth; 2) a differentiated technology that would grump the competition; 3) a team capable of outstanding execution; and 4) a value proposition and business plan that would articulate the venture’s strategy and value. Without all four, the probability of success would be nearly zero.” (*Harvard Business Review*). This applies to book publishing, too.

Elements of the Promotion Mix



## Tips for Better Promotion

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A list heavy in fiction lends itself to a mix weighted toward sales promotion, publicity and advertising where mass communication’s low cost per exposure stimulates demand most efficiently.

Coordinate publicity, advertising, sales promotion, direct marketing and personal selling activities to maximize reach and frequency in each market segment.

The more people you tell about your book, the more likely a significant number of them will buy it.

When books are marketed properly, they usually remain sold.



Book promotion takes many forms, depending on the markets being served.

## The Very Idea

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Did you ever see an optical illusion? Initially, you see only one image and you assume that is all there is. Then suddenly, a different image appears. One is an old lady with a big nose (image here). If you look at it a little longer it appeared to be a young woman with her head turned (or you may see it in opposite sequence). Voila! There is more here than first meets the eye.

Doesn't that remind you of non-bookstore marketing? Initially, people see selling books only through bookstores. Then the moment comes when they say, "I see it. There is another way and that is selling to corporate buyers and through non-bookstore retailers." That is when real book marketing begins, and sales start to happen.



## Answers to Your Questions About Non-Bookstore Marketing

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**"I know you focus on selling books, but I want to make sure I have the best book available. Do you have any tips for pre-pub actions to bring out the best product?" Harold Welch**

Hello Harold: Will your new book have life after birth? Good question. I hope this helps you: Did you ever watch experienced workers build a house? They create and consult their blueprints to direct the order and timing of events, beginning with the foundation upon which they erect the structure. If these actions are not performed in the proper sequence the process could take longer than necessary, cost more than anticipated and require duplication of effort to correct mistakes and oversights.



There is an analogy to book publishing. Unless you perform certain actions in the proper sequence and at the right time, the publishing process could cost you time, money and wasted effort. The book-marketing process does not start when your first books are delivered. There are many marketing actions you can take before your book is published. Here is a general timeline to guide you:

[www.bookapss.org/PrePubTimeline.pdf](http://www.bookapss.org/PrePubTimeline.pdf)

# Reflections: 2022 US Book Show & The Publishing Industry

By Laura Baker



## AUPresses 2022 Session Recap: From Book to Screen – Navigating the Complexities of TV/Film Rights Licensing

“Hollywood should be thankful and grateful to book publishers,” commented Ines ter Horst, International Rights Manager at University of Texas Press during the opening remarks of this AUPresses 2022 panel session. “They just have to look at book sales to see what will do well on the big screen.” Sue Berger Ramin, Director at Brandeis University Press hinted that there is the illusion of a built-in audience when a popular book’s film rights are bought. “Producers buy books for many reasons including to stop other producers from buying the rights or to possibly film at a later date.”

[Read more here](#)

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



Live radio performances occur on talk shows, on newscasts and on regular programming. Although it is possible to perform live via telephone, it is better to broadcast from the studio whenever possible. This will give you the chance to network with the station’s personalities and you are more likely to get additional airtime. Live radio shows can help you in these ways:

- The increased tension of live performances can actually improve your performance. Since you must answer the questions as asked (with no chance to edit mistakes), you will probably prepare more carefully and answer questions better, so you will sound more knowledgeable and spontaneous.



- You can be more specific about dates and times of an upcoming event. It could be the impending release date of your book or a personal appearance later that day. The host wants to make the show sound current and relevant, and your specificity will contribute to that outcome.
- Your time on the air could be extended. The host may ask you to return after a scheduled break if you are an entertaining speaker, if your performance is generating many calls, or if the next guest fails to show up.



## Your Guide to Long-Term Profits

By Brian Jud

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***

#### **Do Books Need to Be Written from Beginning to End?**

I want to liberate you from the horrible misconception you have to write your book in order, from chapter 1 to the final chapter. That trap in thinking causes writers never to get started because they see the beginning of the



Or you could write the first chapter first because you'll have a wonderful plan to follow. Or you could write the first

journey, but the end looks so daunting. Or they dread writing a certain chapter, so they give up in the middle of the process.

As your book coach, I give you permission to write any chapter or story (or section of a chapter) in any order you like because you might get stuck on chapter 1. Remember, chapter 1 is where you provide the big overview, and you deliver the big promise and the big picture. Frankly, it is a big deal, and it can be intimidating. If that's the case, why not take it easy and write something easy? You'll find that is a liberating experience.

chapter last because you might revise the book when you discover new information. Or you could write it whenever you feel like it. It's your book. You're the boss. There is no right way, and there is no wrong way. The reader (and your editor) only care the book is done.



## TikTok Sensation “Dilla” Blows Minds at the SSP 2022 Annual Conference

By Susan Parente

If you are familiar with the Society for Scholarly Publishing (SSP), you know that this erudite and electrically charged organization is a powerhouse of advocacy and action for the world's scientific, technical, medical, and social sciences publishing communities.

[Read more here](#)

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

“Quite often conferences provide a great service by fueling attendee interaction resulting in personal and professional growth and development outside the formal programming. The APSS conference delivered good content and accomplished bringing people together to build relationships that will last them for years to come. I know it has for me!”

**you**  
said it



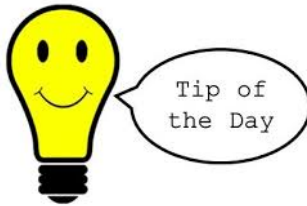


## **They Said It: Motivational Quotation**

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"Make every thought, every fact, that comes into your mind pay you a profit. Make it work and produce for you. Think of things not as they are but as they might be. Don't merely dream -- but create! "

Robert Collier (1885 - 1950) US success author



## **APSS Tip You Can Use Today**

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You can acquire a UPC barcode for a fee at [www.gs1us.org](http://www.gs1us.org)

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

To subscribe to *Book Marketing Matters* email [Kim@bookmarketing.com](mailto:Kim@bookmarketing.com)

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at [www.bookmarketing.com](http://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](http://www.bookapss.org)

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