

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**)



Free APSS webinars in August

As part of the APSS Take-Out Marketing Menu (with free home delivery), APSS is presenting free, virtual meetings again in August. Watch them live, participate and ask questions of the speakers. Here are the free, virtual APSS meetings scheduled so far in August:

August 8 (6:30 pm ET): Using Personal Experience in Fiction, by Sara Ellie MacKenzie. Rather than writing from normal experience or research, Sara shares how to weave life's unusual experiences into your story. Sara has experienced generational trauma, discrimination, abuse, and assault in her life. She shows you how she used this negative background to craft her theme, plot, and characters in her books. And, more important: how working with negative circumstances in writing can create an outlet for solving problems and healing. The link for the meeting is <https://uso2web.zoom.us/j/6762224705>

August 24 at 7:00 o 8:00 pm ET "Book Marketing Demystified" by Jared Kuritz. Book sales may be your main focus, or your book may be a part of a larger business model. In either case, targeted and effective promotional activities are a key ingredient. Learn the 10 contemporary tools and techniques necessary to successfully market your book and/or your brand. The link to register for this event is <https://bit.ly/3Q9P6p4>

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

Are you a speaker or an orator? I thought I would pass along an interesting quotation by Winston Churchill: “An important speech should take an hour to write for every minute it takes to deliver, while at the same time you must leave your audience convinced it was off the cuff. This is the difference between a mere speaker and an orator.”

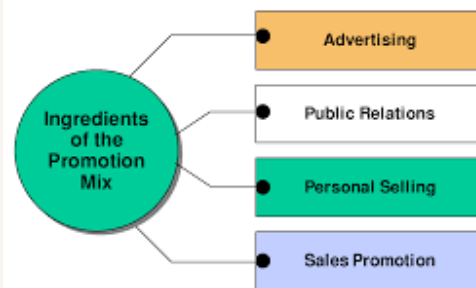


Tips for Marketing Strategy

Before you can get people to hear what you have to say you have to get their attention in a positive way. Here are ten ways to get the attention of target readers with your promotional material.

- 1. News.** Relate your presentation to a recent, important event
- 2. Primary Benefit.** Present the outstanding benefit of your content to each different audience
- 3. Reward.** Quickly show how your recommendation can help them reach their objectives
- 4. Emotion.** An emotional story or quote from a well-known person in your field
- 5. Prop.** Show your book with your prospect's logo on the cover
- 6. Gimmick.** A humorous, unexpected way to get attention
- 7. Challenge.** An easy-to-solve test
- 8. Question.** Ask an open-ended question to stimulate engagement
- 9. Curiosity.** Get attention with a different twist on your proposal
- 10. Directive.** Get people to stop and

Elements of the Promotion Mix



Tips for Better Promotion

Apply each of the promotion tools in different combinations for different titles, authors and consumers.

Promotion enables you to network and make contacts. You will meet corporate buyers and media people, many of whom will change jobs within the industry. Over the years, your reputation will move with them.

Successful book marketing requires the author to get actively involved in promoting his or her title on a regular basis.

Nobody can address the audience about the subject in the book with the same passion as the author.

think with a direct, concise call for action
(Cartoon by Gary Larson)

The Very Idea

For some consumers, the dollar sign on a menu screams “watch your wallet.” A Cornell University study found that guests at one restaurant, “given the numeral-only menu, spent significantly more than those who received a menu with prices showing dollar signs.” Perhaps this could apply to the way you show the price of your book in your sales literature.



Answers to Your Questions About Non-Bookstore Marketing

" I use the telephone frequently to contact prospective buyers. Do you have any tips to help me be more effective on the phone?" Stephanie Scott



The telephone is an important ally during special-sales marketing. Use it to make appointments, to follow up, for performing research, arranging media interviews, networking and prospecting. The one thing you want to try to avoid doing on the telephone is selling. Save that for your face-to-face meeting whenever possible.

Perhaps the most productive use of the telephone is for contacting and following up with potential buyers. People in the non-retail sector do not buy books through distributors, but directly from you. It is up to you to contact, persuade and close the sale with them. There are some hints that may help you improve your telephone-communication skills and sell more books more quickly.

- **It's normal to be apprehensive.** Most people approach telephoning anxiously, finding reasons to delay calling. They refer to this communication device as “the 200-pound telephone.” But the more calls you make, the easier they will become. You will

Make a list of possible opening statements using different ways to get the listener's attention under a variety of conditions. One good way to do that is to use your prospect's name. Leave room at the top of your script to pencil-in the name of each person as you call him or her. Write the correct spelling of the person's name in your records, but write it phonetically on your script. It is important to use the listener's name regularly, and it could cause ill will if you mispronounce it.

- **Ask for permission to talk.** Your *cold calls* are unexpected and your prospects are probably busy doing something else. If you go directly into your pitch, they may be irritated by your interruption and lack of courtesy. Instead, briefly get the listener's attention and then ask, “Is this a good time to talk about this, or should I call

find most people polite and sympathetic, even if they are not interested. Just sit down, start calling and soon you will feel more comfortable doing it.

· **Do not call your best contacts first.**

Practice telephoning your **C** prospects initially. Work the kinks out of your conversation skills and familiarize yourself with the questions and objections people have. Begin calling your top prospects only after you feel comfortable with your telephone talents.

· **Allocate time for different types of calls every day.** Block out time each day for prospecting, sales, networking and follow-up calls.

· **Set an objective for each call.** Have a definite sense of what you want to accomplish before you begin. Set a target for the number and types of calls you will make and for the results you anticipate for each.

· **Get attention quickly.** It is very important to get your prospects' complete and immediate attention, and give them some reason to listen to what you have to say. Do not come across as if you are saying, "I was randomly dialing the telephone and got you. You don't need any books today, do you?"

back later?" If you are requested to call back, set a specific time to do so. Follow these guidelines in your introductory remarks:

Be precise. Immediately tell your prospects who you are and why you are calling. Give an indication of how much time the call will take.

Be businesslike. Project friendliness but get down to business quickly. If you talk about the weather until your prospects say, "I'm really busy now. What's your point?" you have probably succeeded in aggravating them past the point where they will be amenable to your proposal.

Be persuasive. Speak from the listener's perspective. If you start by saying that you really have to sell your books because you need money, you are not giving them a reason to listen. Think about their needs. Do they want increased profits? More satisfied customers? Better employee morale? How can your books help them reach their goals?

Reflections: 2022 US Book Show & The Publishing Industry

By Laura Baker



AUPRESSES 2022 Session Recap: Social Media: The Fair Use Frontier

An author wants to include a quote in their book taken from a tweet posted on a fandom page for a band. The origin of the tweet is unknown as it is on a fan account, there is no graphic, and it will help underline a point the author is trying to make about the band in their book. Is it ok to include? Enter the

complexities and guidelines surrounding fair use for social media content in books.

[Read more here](#)

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



The content of your message by itself does not guarantee effective communication. The key to a spontaneous, relaxed, entertaining and informative interview is to know your material and deliver it effectively, believably and passionately. The people in the audience will listen to you more intently if you gain and maintain their attention by manipulating the volume, pitch and tone of your voice.

”A good guest is someone who can speak passionately, a person who communicates with the audience.”

(Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*)



Be The First to Find the Next Big Trend

By Brian Jud

Publishers are always looking for the next big trend so they can be the first in bookstores with a book on that topic. But once you hop on the bandwagon, it's usually too late. By the time a trend is established, any opportunities it presents have most likely already been captured by competitors. Fortunately, there is hidden treasure waiting for entrepreneurial publishers to find and benefit from uncovering new opportunities.

[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 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.



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



Summing It Up: Navigating The Supply Chain And Material Challenges In Book Manufacturing

By Leann Hartka

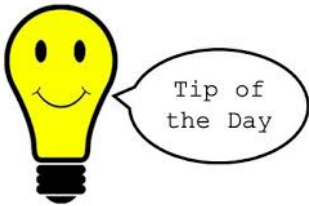
I've been in the book manufacturing space for 6 years and have been witness to many changes within the industry, especially since COVID. To keep up on the latest industry buzz around the issues we currently face, I recently attended the Book Business and Printing Impressions webinar The Powerful Case for US Book Manufacturing in the face of Global Supply Chain Challenges, Paper Shortages and Raising Distribution Costs.

[Read more here](#)

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

you
said it

“The APSS conference had lots of relevant, timely and specific information for writers and publishers. Very empowering!”
Ruth Crocker



They Said It: Motivational Quotation

“It’s not the hours you put in your work that counts. It’s the work you put in your hours.”

Sam Ewing

APSS Tip You Can Use Today

Catalogs pride themselves on a “high fill rate.” This means they fill and ship orders quickly. Maintaining this reputation requires a sense of partnership with their suppliers (publishers). You have to meet your deadlines with a quality product. On the other hand, they purchase books for inventory, not to orders, so you can ship in fewer, larger quantities. They rarely require an exclusive and most pay in 30 days. Sales are generally non-returnable and the catalog company usually pays for shipping.

For copies of all the previous issues of *Book Marketing Matters* visit
www.bookmarketingworks.com/mktgmattersnews

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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.

Discover more at www.bookapss.org

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