

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 webinar 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 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

TGIF – Thank Goodness It’s Free. A company can use your book as a promo item – perhaps a gift-with-purchase.



They buy books from you in large quantities and give them to their customers. See Brian Jud's article with 19 reasons why your book can be a superior promo item that companies can use to sell more of their products [here](#)



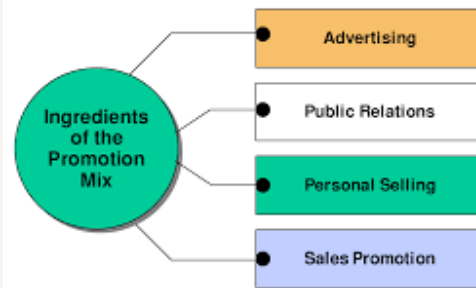
Tips for Marketing Strategy

You may be using some of this time for re-writing your business plans for the remainder of this year. What was your original sales objective? How will the current conditions impact your goal? What new planning do you need to do? What changes must you make? Then, can you state your new goal in a single sentence? Can you draw a picture of it? Can you make a map of where you need to go and the things will need to do? Can you visualize yourself reaching your objective? What are your answers to these questions?

The Very Idea

Just give it a try. You can't hit a homerun (or even a single) unless you step up to the

Elements of the Promotion Mix



Tips for Better Promotion

Some promotional events are better suited to your title and to your author's personality.

Stimulating awareness of a new fiction title by an introverted author requires a different mix of tools than you would use for a nonfiction title written by an author who is a veteran media performer.

Authors who loathe media appearances might be better suited to a promotional mix heavy in direct mail, publicity and advertising.

An author could appear on television and radio shows if mass communications is required.

plate. You cannot get on a TV or radio show without contacting the producer. You cannot make your idea a reality unless you give it a try. If you want to write a book, get started. If you want to call a corporate buyer pick up the phone. Start today. What are five ways you can take a whack at your idea?



Answers to Your Questions About Non-Bookstore Marketing

"What are your thoughts about authors' events at schools? Devin Scott

Hi Devin: Would you like to talk about your book to students and teachers and be paid for doing it? Conducting author visits is good for you and the children, and your presentations can be more successful for everybody if you follow these steps.

1) Prepare. Know the level of student to which you are speaking and design your material so you can communicate with them. As you participate in these over time, you will get better at matching your content with your audience. Multimedia presentations are more likely to get and hold the attention of the class, particularly the younger students. Plan ways to get them to participate in your presentation, too.

2) Arrange your presentations. Prepare literature describing your presentation. Find lists of teachers in your area initially and contact them. You can also attend teacher conferences and contact your local PTAs. Branch out to other regions as you time and budget permit. You might also create a special page on your website announcing your availability.

3) Confirm your visit. Once you agree to make a presentation, send a confirmation letter summarizing your accord. As necessary,



5) Generate additional marketing. Ask the school to publicize the event with the local media. If not, do so yourself to get the maximum exposure from every presentation you make. Ask the school secretary for the contact information at local libraries, bookstores or school supply stores and send each a letter about your visit and information on how to order your book.

6) Follow up. Send a thank-you note to everyone involved: the teachers, the media and the people who helped you sell books. If you receive letters from the students, answer those too.

The lesson from these examples is to make your appearance at special-sales outlet an event, not a signing. You can perform at corporations, hospitals, schools, warehouse clubs, zoos, libraries, airport stores, state fairs, military exchanges and supermarkets – anywhere your books are being sold. Maximize your results at each by making your presentations

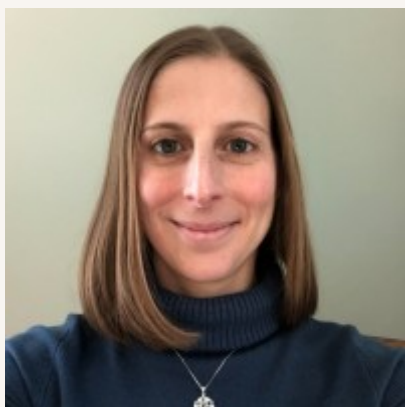
get directions and a list of nearby hotels and restaurants.

4) Sell books. If you do not arrange to have the school purchase books in advance, get them to appoint a person to sell your books to parents and collect the money. Agree on the amount going to each party.

come alive. Marcella Smith says, "Do you have a book about how to start a business, how to run a business, how to manage your finances, how to cook a great Italian dinner? These are all things about which people want to know. You have to put your information into a presentation that you can make in a store, one that will make people want to buy the book that you've written."

Reflections: 2022 US Book Show & The Publishing Industry

By Laura Baker



AUPRESSES 2022 Session Recap: Discovery, Culture, And Community – The Bookstore of the Future

"Bookstores and university presses have so much to give each other," remarked Jeff Deutsch, Director of the Seminary Co-op Bookstore at the opening of this AUPresses 2022 panel discussion. So, what are some of the ways that university presses can work with bookstores, and how can they help improve discovery?

[Read more here](#)

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

"Once the interviewer sits you down, you don't want to be stiff, but you don't want to move around talking on one side of the microphone and then the other. If that happens your voice levels are going to be all over the place. Just try to stay in one spot."

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



33 Tips about General Marketing

Strategies

By Brian Jud



The most expensive part of publishing is a mistake. If you can avoid the most common traps into which unsuccessful publishers fall you increase your chance of success significantly. You may be on the right path to publishing success, but heading in the wrong direction. These tips will be your GPS to becoming more profitable.

[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

Capture All Your Ideas Wherever You Happen to Be

Creativity is an odd beast. You never know when you will have a good idea. I strongly suggest you carry a little notebook, so you can write ideas as they occur.

You will not, I repeat, not remember that insanely great idea in five minutes if you do not write it down. You must write your ideas as you get them. If you are driving, pull over to a safe spot and then write your idea.

You should get a small notebook—not a scrap of paper—and carry it everywhere you go. But don't get just any notebook.

The notebook should be small enough to fit into your pocket or purse. That's because if it is convenient to carry, you will take it everywhere you go. You will not carry a large notebook. Any small notebook will work. Moleskine, Field Notes, or a cheapo no-name brand from Target will suffice.



Unless you love writing in journals, I would not recommend a journal-sized notebook, because they are big and hard to carry around comfortably.

When you start a new writing session in front of your computer, take your notebook and transfer your ideas to your manuscript. Your notes will help you kick-start your next writing session.

You may want record voice notes with a free app that works with your smartphone or mobile device.



What Price Paper? It's An Issue of Timing...

By Susan Parente

WHAT WE KNOW:

Paper prices continue to increase due to a major imbalance in supply and demand, compounded by increased input costs.

The US labor shortage, mill closures and consolidations — even conversions to alternative paper products such as corrugate — have decimated the paper supply landscape and this trend is likely to continue.

Some papers are no longer available or in very short supply, and as a result... Substitution is necessary.

Consumers of paper are all vying for a finite supply that doesn't cover current demand, therefore...

The paper mills are rationing paper to printers, so what the printer orders and what the printer gets are almost always two very different things.

Even when stock is manufactured, there are frequent shipping delays.

Lead times are horrific, due to ongoing supply chain issues, including driver and truck shortages.

But what we NEED to know is how all these factors can make your price and your schedule a moving target nightmare...

[Read more here](#)

**[You Said It: A Member's Comment
on APSS Benefits](#)**

“I’m glad I signed up to be a member, there’s so much more to keep up on, and I’m glad to be able to interact with this like-minded network.

Nancy Lee Bentley

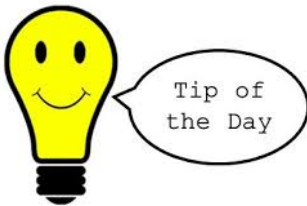
you
said it



They Said It: Motivational Quotation

“Map out your future but do it in pencil.”

Jon Bon Jovi



APSS Tip You Can Use Today

Tynea Lewis and Gary Cassel started LitPick, a company of kids reviewing books for free to get kids to read more. According to their website, “We are dedicated to promoting reading and writing among preteens, teens, and young adults through mentoring with student books reviews.” Each book and review is looked over by an adult to ensure quality. It’s offered free to authors and it gets kids to read and write more in a real-world setting. Here is the link to submit a book: <https://litpick.com/page/litpick-book-review-request-form>

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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