

# 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)



**September 28 at  
7:00 - 8:00 pm ET:**  
"The Essentials of Book  
Design," by Michele  
DeFilippo. Authors are  
bombarded with "what-

to-do" advice about indie publishing, most centered around do-it-yourself systems or other cheap solutions. But will these tempting offers deliver a book that meets traditional industry standards or something less? This presentation explores the "why," the thought process, methods, and standards followed by trained book designers to create best-seller covers and interior pages that buyers expect. You'll leave with a deeper understanding of the craft and why it takes so much time. You'll also learn how to hire the right designer and judge the work they present. Michele will discuss these topics:

### Book Cover Design

1. What is a book cover?
2. How should it look?
3. What makes it work?
4. How to choose the right designer.

**Free APSS  
webinar  
in September**



### Book Page Design

1. Why does book page design matter?
2. Beautiful design helps your buyer.
3. Beautiful typesetting helps your reader.
4. Beautiful design and typesetting help YOU.

The link to register for this Zoom meeting is: <https://bit.ly/3eoqPUI>

To Your Success,  
Brian Jud  
Executive Director, APSS  
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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



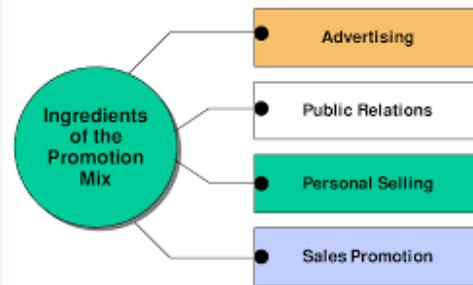
When pitching your book to a corporate buyer, do not pretend you've never had to struggle. Potential buyers do not want to hear about your solution or your success until they know that you understand their struggles. Effective storytellers relate to buyers when they share their tales of failures, hardships and successes.



### Tips for Marketing Strategy

To have a chance of success, a new product (including a book) should have at least three recognizable advantages over its competition. And every book has competition, regardless of its content. In retail sales you have competition for shelf space, media placement, airtime, readers' wallets, reviewers' time, etc. In non-retail sales you are competing against budget money, coffee mugs and other sales-promotional products. Know the value of your competition to your prospective buyers, and how your content stands in comparison.

Elements of the Promotion Mix



### Tips for Better Promotion

When your book is first introduced, people need to understand why it is in their best interest to purchase your book. Later, they need to be reminded to buy it.

Match your promotional mix to the nature of your markets.

A nonfiction title destined for a tightly defined market niche dictates personal communication, perhaps implemented through a targeted campaign of direct mail, publicity and advertising.

When building a promotional campaign for a new or existing title, assess all the items in your toolbox before deciding which ones to use.

Promote perpetually. A book that was not right for a buyer's circumstances in the past may be perfect under the current conditions.

## The Very Idea

The *Wall Street Journal* listed “Do and Don’t” entrepreneurial lessons from the movies. For example, lessons from “The Founder” in which Michael Keaton plays McDonald’s founder Ray Kroc: Do recognize a concept ready to explode. Kroc sees the single-location, quick serve McDonalds thriving and arranges to create franchises everywhere. Don’t stop selling. Kroc hounds nearly everyone he meets at social occasions to sign up as a franchisee or investor.



## Answers to Your Questions About Non-Bookstore Marketing

"I publish more books every year, but my sales are not increasing similarly. What gives?" Kayla Watson

**Stop thinking in terms of books and start thinking in terms of delivering information in the form in which buyers want it delivered.** Some publishers believe the key to increased income and profits is to publish more titles. However, the quest for a revolving front list can actually limit your profitability as it depletes your limited resources of time, energy, creativity, attitude and money.

Instead, find out if the people in your target audience want the information you have, whether fiction or nonfiction, delivered as a book, a booklet, in a 3-ring binder or as an MP4. A book may be the best way to communicate your content, but at least be open to considering new product ideas. An open book and an open mind have a lot in common. They can both stimulate your thinking in unknown areas.



## 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**



- Your segment will usually begin with a description of an important news event or circumstance. You will be asked specific questions about the event, with 30 seconds or less allotted for each answer.
- On television, your eye contact should be with the interviewer, not the camera. Watch interviews between professionals on news shows to see how they talk with each other. The cameras will move to get the best shot of you.
- You have only a few minutes on the air to make your points, so use your time effectively.

## **Marketing Strategy Rules**

**By Brian Jud**

Did you ever think about taking a long trip? If so, you



probably first 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 or pack anything and spend your money wisely.

That is the same process used to plan your book-marketing activities. First you think about what you want to accomplish, then analyze alternatives to do it. Once you choose the alternative that will maximize results, you write a plan so you 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](#)**

A foreword is an introduction written by another person. It lends credibility to the book. The foreword, usually about 500 to 1,000 words long, could praise your work and the timeliness of the subject. The foreword comes before the preface. The foreword is not mandatory.

You might consider highlighting —Foreword by Famous Person|| on the front cover and title page. Vint Cerf, a founding father of the Internet, wrote the foreword for my *Online Marketing Handbook*. Paul and Sarah Edwards, the married couple who have chronicled the work-at-home movement, wrote the foreword for my *101 Businesses You Can Start on the Internet*. Putting their names on the book covers added credibility to my books.

Note: —Foreword is commonly misspelled as —forward. —Foreword is correct.



## The Paper Chase Amid A Crippled Supply Chain

By Susan Parente

Along with multitudinous other commodities these days, paper has



become quite precious. We've acknowledged the closures of both North American and European paper mills resulting in dramatically diminished production capacity. We've heard about the reduced availability of pulp and chemicals. The exorbitant costs of energy. A critical labor shortage at pulp factories, paper mills, and trucking companies. A national and global transportation crisis that not only critically delays deliveries but drives up costs due to the delays. All these factors are not only still very much in play, they're bringing the availability of some stocks of paper to a head.

[Read more here](#)

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

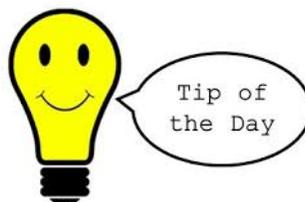
you  
said it

“APSS is one organization that, as a small publisher, I feel I can't live without.”

Joan Stewart, [www.PublicityHound.com](http://www.PublicityHound.com)



### [They Said It: Motivational Quotation](#)



### [APSS Tip You Can Use Today](#)

Minority- Or Women-  
Owned Business-  
Certifying  
Organizations: National  
Minority Suppliers  
Development Council,  
[www.nmsdc.org](http://www.nmsdc.org),  
212-944-2430 and  
the Women's Business  
Enterprise National

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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