

# 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 19 Number 513 September 12, 2022

## More Benefits and Savings for APSS Members

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



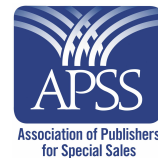
**September 28 at  
7:00 - 8:00 pm ET:**  
"The Essentials of Book  
Design," by Michele  
DeFilippo. Authors are  
bombarded with "what-

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  
[BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)

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

[Ideas for Selling to Non-Bookstore](#)



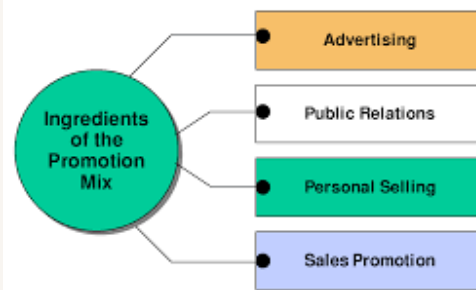
Put yourself under a microscope. I always admired the inventor of the microscope. He devised a tool to see what he didn't even know was there. Why did he even think of looking for something he couldn't see? Good question. And it's the same with book marketing. Look for or create sales opportunities where you do not currently know they exist – in corporations, associations, schools, military...



### Tips for Marketing Strategy

Jolt your creativity. The more often you do something in the same way, the more difficult it is to think about doing it in any other way. Break out of this “prison of familiarity” by disrupting your habitual thought patterns. Start writing your book from its conclusion. Walk up to a stranger and introduce yourself. Start your day with a brisk walk. Eat ice cream for breakfast. Make a phone call to a prospective corporate buyer. Disrupting your routine will lead to new ideas. How can you jolt your thinking?

Elements of the Promotion Mix



### Tips for Better Promotion

A strategy of regular communication reminds potential buyers that your book is available and the information in it will improve their lives in some way.

Frequent promotion should multiply your marketing effectiveness.

Don't relent on implementing an intensive promotional campaign.

Increased exposure creates synergism among all your marketing efforts. As people see your name more frequently, they begin to attribute increased credibility to your message.

Enhance the perception of greater frequency by creating a common look and theme for all communications devices.



## The Very Idea

Think minimum instead of maximum. Do not look at special sales as a big project requiring you to change your business model overnight. Instead, what is the minimum you can do to get started? Just commit to spending 15 minutes a day for the next week thinking about how a corporation could use your content to help them. How about an association? Could a school use your material? Then next week spend 20 minutes a day searching for potential companies, associations and contacts in the home-school market. As you begin to experience success your enthusiasm will overtake you and you will launch yourself into a new way of doing business – without giving up the old.

## Answers to Your Questions About Non-Bookstore Marketing

**"I have a good understanding of my target reader, but that doesn't help me know where to sell books. Any ideas?" Nate Brown**

Nate: now that you have a good idea of the typical person who will buy and read your book, the next question to ask yourself is, "Where do they congregate, work or shop?" The answer to that question will tell you where to sell your books. If they travel, then you could sell your books as a premium to travel agents and AAA, or sell your books in airport stores or on cruise ships. If they attend church, then place your books in church libraries, retreat centers or mobile bookstores that visit churches. If your target readers are avid golfers, then sell your books through Dicks Sporting Goods or in golf pro shops.

These market segments are identifiable subgroups within the total population, comprised of a limited number of people that exhibit a common need for the content of your books. And they are not mutually exclusive: your target reader may be a church-going, avid golfer who loves to travel.



The essence of special-sales marketing is this concept of *segmentation*, the act of breaking the mass market down into smaller pieces, each more relevant to your particular title. The total non-bookstore market is actually made up of hundreds of “mini-markets,” each of different size and with varying degrees of suitability to your title

## **Reflections: 2022 US Book Show & The Publishing Industry**

**By Laura Baker**



Inspiring and teaching the workforce of tomorrow begins today. At Sheridan’s Madison, WI facility, these words have been put into action with a Youth Apprenticeship Program. Last June marked the one-year anniversary of the program’s first youth apprentice at Sheridan: Sam Rayowski, class of 2022 Mount Horeb High School. We sat down with Sam as he reflected on his experience and this is what he had to say...

**[Read more here](#)**

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



Little will damage your credibility as much as your bewildered look and vague answer in response to a host’s question on a timely topic. Read national newspapers, magazines and watch news programs so you can respond to questions on late-breaking events. When performing on a show in a distant city, read its newspaper for local events pertaining to your subject.

“I like people who have done their homework. They know my audience and can relate their subject to a local event.”

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

## **Sales Forecast vs. Fortune Telling**





**By Brian Jud**

Have you ever listened to a forecaster's prediction of pleasant weather and then made plans around that forecast? You may have been dismayed when it rained instead. But that is the nature of a forecast -- it is simply a person's best guess of what might happen in the future. The metaphor for publishers is that we should calculate a forecast as a possibility, not a pronouncement of some definite, distant occurrence.

**[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**

As a thought leader, business consultant, and expert, you must show readers how they can work with you. If you don't do this step, you won't get new business.

You might think it is improper or beneath you to —sell|| in your book. Let me help you get over that misconception. If you don't show your readers how they can work with you, you are doing them a disservice. After all, they spent many hours getting to know you and coming around to your way of thinking. They will wonder how they can work with you.

Can you help them consult? Speak? Coach? Do something else? They'll want to know.



If you don't tell them how you can help them, you will frustrate them. And if they hire your competitor because they didn't know what you did, you will be frustrated.

As business coach Patricia Fripp told me, —It is not your client's responsibility to remember you are still in business.

**Print Profits From Your  
Online-Only Journals... And  
You Don't Have To Do A  
Thing.**

**By Susan Parente**

Are online-only journals the only option



for your readers? As a growing affinity for print continues among Millennials through the Gen Z crowd, you have the option to honor each and every request for a print publication—without printing one copy or lifting one finger.

[Read More Here](#)

 Share This Email

 Share This Email

 Share This Email

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



“The APSS Sales Conference was an intense, dynamic and fascinating event. I acquired a great deal of valuable information and made great contacts. The inner world of special sales has always been an area of publishing that nobody else covers for authors, and it is the hottest market for authors today!”

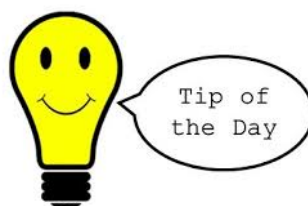
Jan Kardys



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

“A good book is like an unreachable itch. You just can’t leave it alone.”

Laura Bush



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

The Readers Digest Foundation, via its R.E.A.D. Together campaign has joined forces with United Through Reading to promote

the benefits of parent involvement in childhood literacy. Now operating out of more than 200 command posts and USOs around the world, UTR has worked with early two million men, woman and children. Maybe they could use your books. Find out at [www.unitedthroughreading.org](http://www.unitedthroughreading.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)

**Book Marketing Works. LLC**

Box 715, Avon, CT 06001

[www.bookmarketingworks.com](http://www.bookmarketingworks.com)

[BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

(860) 675-1344

Small Publishers Association of North America (SPAN) | PO Box 715, Avon, CT 06001-0715

[Unsubscribe brianjud@bookapss.org](mailto:brianjud@bookapss.org)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [brianjud@bookapss.org](mailto:brianjud@bookapss.org) powered by



Try email marketing for free today!