

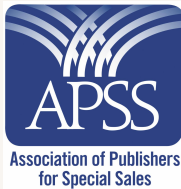
BOOK MARKETING MATTERS

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**)



Book-Cover- Design Award Contest!

APSS members have access to a book cover design awards competition that will take place every month -- with one winner every month. Judges will review and evaluate each submitted cover design and provide feedback on all designs. This will help you learn how to design effective book covers in order to market your book more effectively!

Although this competition is primarily of a competitive nature, it is also meant to be educational because we will try to offer as much guidance as possible in our short comments. We will do our best with our comments and suggestions to help you better understand what design concepts work -- and what design concepts to improve -- in each cover design.

APSS invites all authors, self-publishers, publishers, and designers to submit their works to this book cover design award contest.

This Book Cover Design Award is not just an award, it is the indicator of quality and perfection in design. Winning our Award is a certificate of excellence for designers and proof of quality for authors. Winners of this

When submitting to this book cover design award contest keep in mind that your submission will be evaluated on multiple dimensions. The criteria we look for in each cover submitted are: composition -- how the graphic works on the cover, use of fonts, quality of illustration or photo and placement on the cover, and how much the cover design is tailored to the target audience.

Judge's comments will give you a guide and inspiration. Our submission entry fee is free!

Remember, a good book cover design is the best marketing tool you have to sell your book. Let us help you produce an award-winning cover for your book to boost your sales!

Submit your cover designs here:
<https://www.nessgraphica.com/book-cover-design-awards-submissions/>

To Your Success,
Brian Jud
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Award will reap the benefits of having an eye-catching book cover design that captures the attention of their target audience.

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



Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

Leisure activities (arts, sports, travel) can be mechanical and routine if we approach them in the usual way. Or we can experiment and try new things so that we approach our extracurricular time with a renewed zest. But we don't always live that way. So it's important to remind ourselves from time to time that we have much to gain by taking on that challenge. You might get similar benefits from selling books in a non-routine way, such as to non-bookstore buyers.



Tips for Marketing Strategy

Meryl Streep said, "This was me on my way home from an audition for King Kong where I was told I was too 'ugly' for the part. This was a pivotal moment for me. This one rogue opinion could derail my dreams of becoming an actress or force me to pull myself up by the boot straps and believe in myself. I took a deep breath and said, "I'm sorry you think I'm too ugly for your film but you're just one opinion in a sea of thousands and I'm off to find a kinder tide." Today Meryl



Tips for Planning Profitably

Each title goes through a series of life-cycle stages from introduction to abandonment -- some go through the phases more quickly than others. However, the time comes for most titles to be updated or taken out of print, and planning helps define when this should occur.

Focus on the daily activities that fulfill your mission statement, and at the same time be flexible enough to recognize potentially profitable,

Streep has 18 Academy Awards.

How do you feel when someone calls your book 'ugly'? Never give up on your dreams. Only you know your true worth.

unanticipated opportunities as they present themselves.

If you define yourself as a book publisher, you may forsake advantageous opportunities in ebooks, booklets, audiocassettes or video programs.

Planning can help you minimize the possible marketing alternatives and direct your actions accordingly.

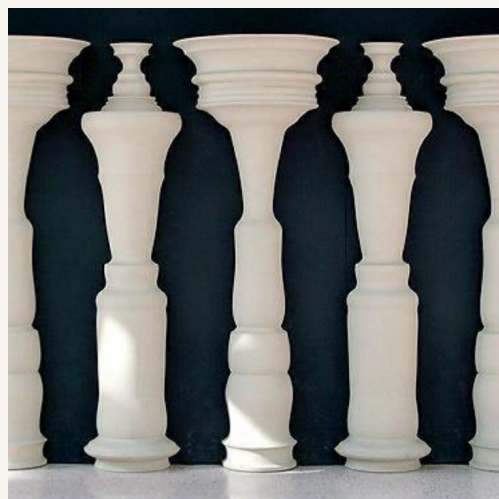
People who buy books are seeking to solve a need. It may be for information or relaxation, but they want a good selection of potential ways to solve their problems.

Once you know what people want, you can offer them a satisfying selection of ways to meet their needs.

The Very Idea

What you see is often a function of how you look at something. For example, some publishers look at libraries as one homogeneous niche. But not all libraries are the same. There are public libraries, hospital libraries, school libraries, military libraries, prison libraries, children's libraries, corporate libraries, law libraries, religious libraries and more. They buy for different reasons, so you have to market to each differently.

Look for the opportunity in every market. Things are not always as they seem at first glance.



Answers to Your Questions About Non-Bookstore Marketing

"Some trade shows are beginning to open up, but I can't afford to display at them all. Any Suggestions to narrow the list?" Kyle LaRusso



You do not have to display at a show in order for it to be productive. It makes sense to first “walk the show floor” to see if that venue could be a productive exhibiting opportunity. If it is not possible to walk the floor before committing to an exhibit, go to its website to learn if it attracts the right audience for your product line. How many people will attend? What is the cost to exhibit? If you attract 1% of the potential audience, will it be cost effective for you (keeping in mind the long-term ROI)? Where will the show be held (travel expenses)? Will the show be adequately promoted among your potential customers?

Leadership and Growth Concepts

By Tom Hill



5 ways to improve your spiritual wellness - by Emergent Wellness

Spiritual wellness involves seeking purpose in your life. How you determine this purpose might involve meditation, prayer, religion or other practices. Spiritual wellness is not a destination but rather an ongoing process that tests your morals, values and beliefs. This process helps you grow as an individual and contribute more meaningfully to your community.

Also by incorporating spirituality into your life, you can more naturally escalate your other areas of wellness – your physical and mental health, relationships, finances and professional presence.

Besides daily meditation, try one of these 5 simple ways to deepen your spirituality:

- Keep a daily gratitude journal
- Set aside time to think about why you do X and why you feel Y
- Learn about another religion
- Listen to healing sound music
- Do a good deed that takes you out

of your way

Which will you do today?

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



You will generally have more time on the air during a talk show than a news show, enabling you to include more points about your topic and your book.

There will be frequent commercial breaks, creating a natural transition between discussion topics. Talk with the host during the commercial to analyze what has happened so far and plan what you will discuss next.

Many television talk shows are performed before a live studio audience. If the host takes questions from the audience, interact with them. Never belittle a question, but do not be intimidated, either. The same principles apply to radio shows that permit people to call and ask you questions.

The bottom line of your appearance on a talk show is to conduct yourself in an informative, relaxed and entertaining manner. Create a memorable, positive experience for the audience and the host, but at the same time do what you must to reach your objective.



Customize Your Pitch to Each Catcher

By Brian Jud

Whether you are cooking a meal, planning a vacation or making a sales presentation, it is the preparation that determines the relative success of the outcome. The more time you put into preparing your sales presentation -- what you will say and how you will say it -- the more likely it is that you will get the order.

[Read the entire article here](#)

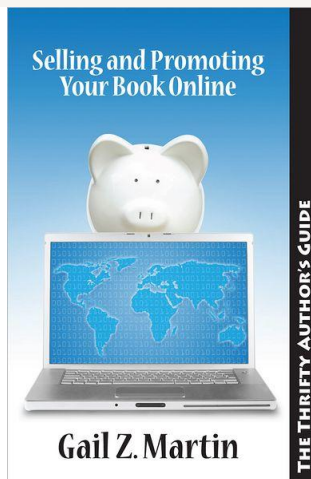
**Excerpt from *Write Your Book
in A Flash -- The Paint-By-
Numbers System to Write the Book of
Your Dreams—Fast!* By Dan Janal**

If I locked you in a hotel room for a week, could you write your book off the top of your head? Would you have enough ideas, examples, stories, and other evidence to write the first draft? Or would you scratch your head after a few hours and admit to yourself that you need to talk to other people and read other sources to finish your draft? Maybe yes, if your book is based on your personal experiences and insights. If you are a true thought leader, you might have all the information in your head. Those ideas can flow from your brain to your fingers to the computer.



I want to relieve you of a terrible burden shared by many authors. They think they need to know it all when they start writing their books.

Not true. You can get additional information in many ways. In fact, getting additional sources helps prove your points because readers will see other people support your ideas. Good authors want to cite other sources and find out what they don't know.



Marketing Tip from Gail Z. Martin

Take a realistic look at your finances. How much money can you afford to spend on marketing? Remember that *marketing* includes printing business cards or bookmarks, making posters, maybe even hiring an intern or an assistant to help you with research. Don't be tempted to print your own business cards or bookmarks to save money. You will not look professional, and any savings will be at the expense of credibility. These need to be done right. Realize that many people decide whether or not you're "for real" by your website. You need a good one.

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

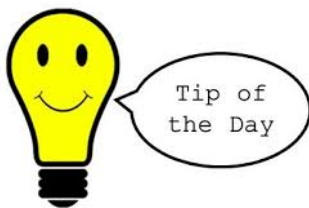
"APSS had a dynamic conference with dynamic, knowledgeable speakers. It was more than advantageous to be there, it was an enlightening eye-opener. I never realized there were so many different ways to approach book selling." Jeanne Rogers

you
said it



They Said It: Motivational Quotation

“To not fight a bull when you are afraid is not courageous. To fight a bull when you are not afraid is not courageous. But to fight a bull when you are afraid, that is courageous.”
Unknown



APSS Tip You Can Use Today

The best way to get people to buy your books is to have them available where interested people are already shopping or visiting. In market segmentation you organize people according to places in which they assemble. Define and calculate the number of people in each segment. How much are they willing to spend to acquire the content you offer? Are there geographic concentrations of these potential buyers? Do they purchase seasonally? Do they usually buy on credit, or are special terms offered? What are competitive prices for similar products in each niche?

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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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