

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

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



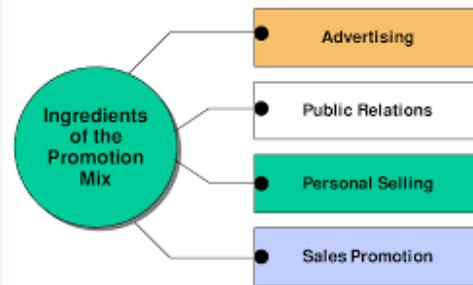
People set high expectations for their books and create a plan to get there. But when things do not go their way in a few months they lose heart and soon quit. But what if the plan were wrong? Or poor implementation of a good plan? Do not quit. Evaluate your actions, make necessary changes and try again.



### Tips for Marketing Strategy

Here is an example of promoting a “feature” (a description of the product or service) vs. a “benefit” (what the feature does for the user/ reader). People don’t want more, unnecessary emails, so why would they sign up? If this business changed the wording to. “Save money! Discount coupons emailed to you weekly,” they might have more people register. Similarly, don’t describe what your book *is* (physical attributes or what it is about). Describe what your content *does*: how it will help the reader lose weight, gain money, raise happier children, make more money selling books in large, non-returnable quantities ...

Elements of the Promotion Mix



### Tips for Better Promotion

Frequent promotion can create additional opportunities. You never know who will see or hear your message. There could be a publisher looking for the rights to a book just like yours, a meeting planner seeking a keynote speaker, the regional buyer for a national book chain or the person who arranges guests for a national talk show.

Just as a carpenter knows that the right tool applied in the proper situation gets the job done most effectively, so you should use the correct marketing tools when building a continuous promotional campaign.

Creating and implementing a successful promotional strategy will be more effective if you integrate your promotional tactics with the other elements in your marketing mix (product, price and distribution).

## The Very Idea

An article in the *Wall Street Journal* describes podcast-to-book successes, “a growing industry niche as publishers seize on the audio medium known for eclectic voices, relatively low production costs and fervent fans. After years of making YouTubers and social media stars into authors, publishers are now doing the same for podcasters.” In addition, podcast producers are “looking at their shows as proof-of-concept vehicles aimed at securing screen and publishing deals.”



## Answers to Your Questions About Non-Bookstore Marketing

**"What are your tips for finding out how to publish information of interest?" Colin Dooley**

The way to find a better mousetrap is to ask people how they would alter their existing one. And if it were changed to their specifications, how many would they buy? Do this by asking incisive questions. You will not have a complete sense of the market until you get the answers. This process may lead you to discover that you already have an existing title that solves their problems, but the marketplace does not know about it. Then your strategy becomes one of improved communications.

Market research is more valuable when conducted among people in your target market segments, rather than the general populace. An example is found in the job-search market, beginning with the assumption that there are 6,000,000 unemployed people in the United States. If you could afford the time and money to survey all these people, you would probably find that each wants different information, customized to his or her specific needs. But you would not want to publish 6,000,000 unique books.

So, the first step is to look for points of



similarity among your potential customers. Graduating college seniors have different requirements than do graduating high-school seniors. 55-year-old unemployed white corporate executives have different needs for information than do 55-year-old blue-collar workers looking for employment. Your opportunity lies in your ability to find out how many people need what information, and the number and content of competitive titles.

## **Tips For Publishers From AUPRESSES 2021: Forging On And Widening Our Audience**

**By Laura Baker**



As we settle back into our daily routines, it is important that we keep the discussions going. With the conference still fresh in our minds, now is the time to keep the conversations going so we can continue to forge on, building a stronger publishing platform and widening our audience.

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

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



Sit with your mouth 2 to 3 inches from the microphone and speak directly into it. Be careful that you do not accentuate your *Ps* or whistle on your *Ss* although most microphones have a protective cover to minimize these plosive sounds.

”Some microphones like that you treat them fairly closely and head on. Other microphones may like that you speak to one side. A good host or producer will tell you what it is you are supposed to do, so I wouldn't worry about it.”

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

**Selling Books to Business Buyers?**



## [Think Small](#)

[By Brian Jud](#)

Special-Sales (non-bookstore) marketing offers an enormous opportunity to sell your books in two segments. One is through retail stores such as airport stores, supermarkets, discount stores, and gift shops that sell books (fiction and non-fiction) off the shelf. The other is selling mostly nonfiction books to non-retail buyers in corporations, associations, schools and others. These organizations do not resell books, but use them as employee perquisites, teaching tools, or as premiums and ad specialties to promote the sale of their products and services.

[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](#)

**Have you heard the term –The Last Mile?**

It started with the telecommunications industry. The phrase refers to the fact it is relatively inexpensive and easy to lay cable from the main station to the substation. But to get the cable the last mile to your office or house is expensive and difficult.

The last mile for an author is the hardest part.



In the last mile, you check your sources, verify links, look for typos—and lose sleep over wondering if you've said too much or not enough.

Relax. It is part of the journey.

**Keep On Truckin'... Now,  
More Than Ever**

By Susan Parente

Even before the global pandemic affected pretty much everything about life as we knew it, the U.S. trucking industry was in crisis. An aging workforce quickly became a



diminishing work force, as the industry struggled to hire new drivers at a pace commensurate with retiring truckers. Climate change played a significant role pre-pandemic, with erratic and extreme weather events happening with more frequency across the country. Not only has the last year seen those circumstances exacerbated – particularly with regard to more frequent and severe weather events – but the pandemic crippled an already challenged infrastructure.

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

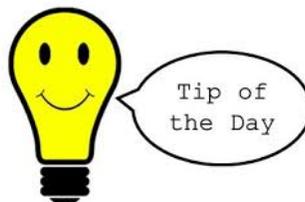


Thank you and APSS for all of your info and assistance with everything. Although, I haven't had a chance to take advantage of all of the services that this organization does provide for my company, I am so grateful to have all of these things already in place, when I am ready to take full advantage of the services available. And I am looking forward to many, many years of membership with this organization! APSS is the best, and I am very proud to be a member! Ms. R.T. Eastman-Hill



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

"Learn from yesterday, live for today, hope for tomorrow."  
Albert Einstein



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

[Feedingreading.com offers one free children's book per box of Kellogg's cereal](#)

purchased. “Get credit to redeem a book of your choice while Kellogg Company donates one for each purchase to a local literacy program. Credits must be redeemed by 10/17/22.” It's too late to get your book in the program this year, but contact Kellogg Company now for next year's campaign.

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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](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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