

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)



October 26 at 7:00 - 8:00 pm ET:

"Can You Hear Me Now?" By Marika Flatt.

Your book publishing date is on the horizon. How do you let the world know it exists in this digital age? Learn what every author should know to create a successful book launch and publicity campaign with a seasoned book publicist of 25 years, Marika Flatt, owner of PR by the Book (an Austin-based firm celebrating 20 years).

**Free APSS
webinar
in October**



Marika will bring her years of experience to the table and drill down to what you can be doing to raise your publicity game, thereby increasing your brand and ramping up your discoverability. She'll also unpack all that their Author to Influencer Accelerator entails.

The link to register for this Zoom meeting is: <https://bit.ly/3Ss9G5h>

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

[Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn](#)

Instead of trying to sell your book, sell the product of the product – the benefit the buyer gets from purchasing and reading your content. How will it help



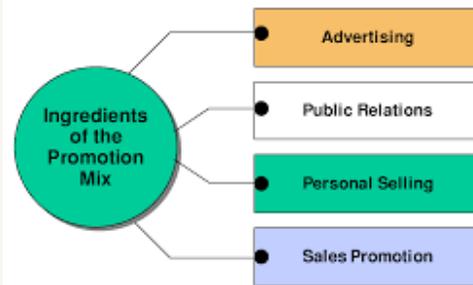
the customer of your customer?
Charles Revson, former president of Revlon, said, "In the factory we make cosmetics, but in the store we sell hope."



Tips for Marketing Strategy

Write your marketing plan as you would the first draft of your book. Then rewrite. Here is an observation from Chuck Miceli following an APSS-CT planning session: "I continue working through your handout, Brian, and I'm finding it very helpful in focusing my planning. I don't know about others, but for me, the process is an iterative one. I find it is difficult to get started unless I give myself permission to be wrong or inaccurate in my initial answer and just get something down at first. Then I revisit and refine each entry one or more times until I home in on what appears to be a useful answer. That advice might be helpful for perfectionists like me who are dissatisfied with the results at first. I also appreciate the way the tool is formatted for the computer, dynamically expanding the columns to fit the answers. That makes it much easier to use as the tool meets the user's needs instead of the other way around."

Elements of the Promotion Mix



Tips for Better Promotion

Give your actions time to work. The communication process takes time to evolve.

As you begin to see results from your efforts, you will feel a sense of momentum, a belief that your big break will occur soon.

People take their time making decisions about how to spend their money. It is not enough for them to see you or hear about your title only once.

People have to be reminded about your title by being exposed to your message repeatedly. And that takes time.

The Very Idea

Use your imagination. When we were young our imaginations were vivid and daring, cultivated in fairy tales, storytelling and make-believe games. Then we're told to grow up, quit dreaming, get serious and don't color outside the lines. As Picasso put it, "Every child is an artist." The problem is how to remain an artist after we grow up. How can you keep the creativity alive and you?



Answers to Your Questions About Non-Bookstore Marketing

"What do you mean by saying stop selling what my book is?" Emma Lloyd

Emma: Great question. Non-traditional marketing is basically the process of writing quality content in response to an identified need, publishing it in the form desired by the reader and then selling it to people in defined groups of prospective customers. Doing this successfully may simply requires a change in concentration from traditional book selling to a focus on the content of your book, not the book itself. A recurring theme throughout my book, *How to Make Real Money Selling Books*, is that *what your book does* is more important to buyers than *what it is*. This means that successful special marketing begins by writing content that will satisfy an unmet need in the marketplace, not in the author. Content is king in special marketing, and the old adage, "find a need and fill it," was never more relevant.



How Sheridan Is Igniting The Spark To Keep Printing An Ongoing Art

By Laura Baker

Fresh out of college and in search of a job, I scanned the help wanted section of the newspaper (did I just date myself?) and emailed out my resume.



Almost two decades and countless potlucks and cookouts later, Sheridan has become my second family. And with the way things constantly change in our industry, sometimes I feel just as green as I did on day one.

But the days of scanning the newspaper for a job are over, and as such hiring practices have become an all-out competition online. As labor struggles continue, especially on the manufacturing side, it's more important than ever to ensure we are encouraging future generations to keep the industry alive and pushing forward.

[Read more here](#)

[You're on The Air](#) [Tips for Getting On and Performing on TV and Radio Shows](#)



How to perform better on telephone call-in shows

If you need more information to answer properly, ask the caller to expand on the question. The more the caller talks, the more likely you are to find the one familiar point on which you can base your answer. Use reflective statements (Oh really? Tell me more.) to keep the caller talking.

You may find it helpful to rephrase the question. This will make sure you are addressing the underlying meaning, and it gives you the chance to restate it, making it easier to answer. Repeat the question, perhaps making the transition into your agenda. Then say, "Is that what you were referring to?"

"If you have people calling in to the show, you have to engage them and ask them questions."

(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)

[Two Ways to Become More Creative](#)

[By Brian Jud](#)



The Titanic sank after hitting an iceberg and only 705 of its 2200 passengers and crew survived. With too few lifeboats onboard, many lives were lost unnecessarily. With a little creativity more people might have been saved. For example, what if the crew saw the iceberg as a sanctuary instead of a cause of death? They might have ferried people there. Unfortunately, we'll never know.

There is an important lesson from that tragedy that can help us solve more problems. The lesson? When you look at something do not think of it only in traditional terms. The crew of the Titanic saw the iceberg as a menace to be avoided. They overlooked possible solutions hidden in plain sight, much like publishers overlook the opportunity for lucrative sales to buyers in non-bookstore markets.

[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](#)

Fear Is a Positive Indicator

Fear is the truest indicator something is wrong. Fear is your gut telling your brain your instincts are right. When you are afraid, you need to fix something. In my case, I had an upsetting feeling chapter One was not quite right. After several nights of tossing and turning in my bed, I reviewed it. I trusted my gut and turned one very long chapter into three easy-to-read chapters. What are you afraid of?



**Paper Prices Are On The Rise.
Here's What's Going On.
By Susan Parente**

There has been a profusion of paper industry news in 2021 and printers and publishers alike are dealing with the impact. Mill closures continue, as do mergers, acquisitions, and mills shifting focus to produce packaging materials. Production capacity is diminishing. Raw

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materials (pulp, chemicals), fuel and energy, and transportation costs are experiencing double- and in some cases triple-digit increases. The effects of the pandemic and inflation are contributing factors as well.

Supply is low, demand is high. Paper mill order books are full, with limits now being imposed on paper purchasers to prevent stockpiling. Resultingly, lead times are being extended, some now at 10 to 12 weeks out. Quick-turn paper orders are rare.

[Read More Here](#)

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

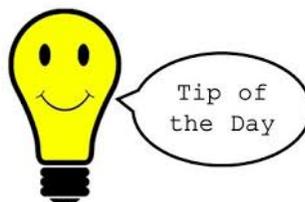
you
said it

“I am thrilled with the wonderful savings we have been able to take advantage of as a new member of APSS. Thank you very much.” Rev. Diane Harmony, Universal Harmony, Inc.



[They Said It: Motivational Quotation](#)

“The question isn't who's going to let me; it's who is going to stop me?”
Ayn Rand



[APSS Tip You Can Use Today](#)

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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

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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