

# 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](#)

Would you rather have an email list of 1,000 people on it, or 100,000 followers on Twitter? "Take the 1,000 emails because the business you get



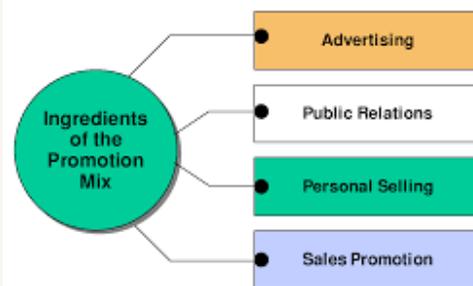
will be much more than what you will get from 100,000 people on Twitter or Instagram,” according to the Wall Street Journal



### 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 planning session: “I continue working through your handout 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

The promotion mix that you employ is influenced by your distribution choices and your decision to use a *push* or *pull* strategy.

With *push* marketing, your promotion is directed to the members of your distribution channel to get them to sell more books.

Push marketing provides your distributor's salespeople with promotional devices or literature.

With *pull* marketing, your promotion is directed at readers and drives them to seek your titles in retail outlets.

An appearance on television or radio to drive the general public to the outlets selling your books is an example of *pull* marketing.

A balanced promotional mix should contain a combination of push and pull, since they are not mutually exclusive.

## The Very Idea

A recent article in the *Wall Street Journal* applied baseball wisdom to everyday life. Here are two examples from baseball hall of famers. Rogers Hornsby said, "Know what you want and don't get distracted chasing anything else."

When Cal Ripkin Jr. was asked how he would like to be remembered he said, "As a professional baseball player who went out every day to work and performed to the best of my ability in a fully professional manner." How would you like to be remembered?

Live  
the way  
you want  
to be  
remembered.

## Answers to Your Questions About Non-Bookstore Marketing

**"I negotiated an order, and the buyer agreed on the price, but I couldn't close. How can I find out why when he won't tell me?" Allison Garcia**

Hi Allison: look for the unstated objection. Let's say you are negotiating a large-quantity sale with a buyer at a company that wants to use your book as a premium to increase its sales. You have agreed upon a price that is satisfactory to both parties, but the buyer is still balking at signing the agreement. Uncover the hidden objection by asking a series of questions. The bottleneck may not be price or quantity, but timing.

Begin by enumerating areas of agreement. "We've agreed that using this book as a premium can help your company increase sales significantly above its cost. Correct? And we've agreed that the price is fair, right? Is it accurate to say that the shipping charges are acceptable, and the delivery date coincides with the promotional blitz you intend to conduct in November? Then what is it that is keeping us from agreeing to this proposal today?"



Here, the prospect might say, “Yes, all that is correct. But my budget is shot for the rest of the year. I can’t spend any more money until January 1 of next year.”

You could reply, “You mean that if we can delay payment of the books and the shipping charges until next year, you will OK the agreement today?”

If the person says “yes,” you have the order. You are now getting the person to agree only to a lesser point. He or she is no longer discussing the price or quantity, but the timing of the check to send you. You can then arrange one of several solutions: 1) delayed billing from your printer, 2) an invoice presented today but dated January 1st, 3) acceptance now of a check dated January 1st of next year or 4) any other mutually agreeable solution that will get the books into the company’s hands.

## **7 Unique Ways To Use Digital Coupons This Holiday Season**

**By Laura Baker**



The leaves are falling, a chill is in the air, and the holiday shopping season is upon us. Is your holiday sales and marketing plan in place? Do you have your advertisements and discounts ready to boost your online book sales?

With online shopping being more popular than ever, and shoppers expecting to receive a deal on what they purchase, coupon use is important to the success of eCommerce and their applications are endless.

Here are the top 7 ways that publishers leveraging Sheridan’s eCommerce solutions are using digital coupons.

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

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

## [TV and Radio Shows](#)

Do not think that by speaking faster you will be able to get all your points across. It does not work that way. Just use ordinary, everyday communication skills and make your points interesting.



”The rules are pretty much the rules of common, ordinary communication. Speak as if you were giving a talk to your boss or talking to the Rotary Club.” (Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*)

Provide the right amount of information, interesting the viewer in what you are saying in the time allotted for your segment. Relate to the people listening or watching and give them a reason to continue.



### [How to Make a Good First Impression, or Correct A Bad One, With Prospective Buyers](#)

[By Brian Jud](#)

We all want to make a good first impression when calling on a sales prospect for a large book order. An order for thousands of books could be at stake. So the pressure is on you, and that alone could cause you to make a bad first impression. But there are other reasons, and some are beyond your control. The most expeditious thing to do is to control the impression you make on buyers. But if you don't, you may be able to correct it. Here are **Ten Ways to Make the Right Impression**.

[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](#)

### **The Importance of Setting Deadlines**

When I was a reporter for the Today newspaper in Cocoa, Florida, I had the rare



opportunity to take the VIP tour of NASA's Kennedy Space Center as they planned the first space shuttle. It was a big deal. In fact, President Jimmy Carter took the same tour the week before. All the reporters from my newspaper walked inside mission control and saw the flight screens and computers.

After the tour of the launch pad and other facilities, we met in the press briefing room, where NASA's public information officer was ready to answer questions.

The first question came from our aerospace writer, a great reporter named Dick Baumbach. He asked a simple question, yet it was a question that took us by surprise. The conversation went something like this: Dick: What are the chances of the space shuttle launching on schedule?

Public Information Officer: About 30 percent.

Dick: So that means there is a 70 percent chance the shuttle will not launch on schedule, correct?

Public Information Officer: Yes.

Dick: So why do you have a date you know you will probably not make?

(Dan: Here's the kicker. Pay attention.)

Public Information Officer: If we have a target date, all our suppliers will have a date to shoot for. If we don't have a date, they'd never deliver. We certainly do expect some vendors to miss dates. That's okay. We have built that into the schedule. Sure enough, NASA didn't launch the shuttle on the target date.

The point of the story is to show that if you don't have a deadline for your book, it will probably never get done. A thousand good reasons will delay your book (got sick, kids got sick, vacation, holidays, bored, not inspired, lazy, ugh).

If you have a realistic and achievable deadline, however, you'll have a better chance of completing your book.

If creating a deadline is good enough to launch a rocket into space safely, it's good enough for you to write your book.



## 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

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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

“As an author, publisher and online book promoter I have gained insight into the world of publishing and sales through APSS I otherwise would not had access to. I recommend this program to anyone seeking to sell more books.”

Laura Dobbins

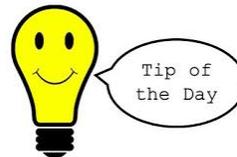


### [They Said It: Motivational Quotation](#)

“I’m a big believer in luck, and I find the harder I work the more of it I have.”

Stephen Leacock

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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