

# 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)

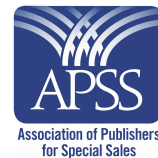
November 14 (6:30 pm ET)

***How I Sold Thousands of Books,*** by Mike Delucia. Mike shows you the money and time he's lost through ads, and the actions you need to take to sell books.

He begins by explaining what a book manager is, and how you can become one. You'll learn to see, through new eyes, the marketing of books through Twitter, Facebook and speaking gigs.

**Mike Delucia** began his career as an actor and entrepreneur and then started teaching theatre and high school English. He is an avid sports player and fan who as an independent author published his first book; an award-winning historical novel in the forties: *Madness, the Man who changed Basketball*.

**Free APSS  
webinar  
in November**



He followed by publishing: *Boycott the Yankees: A Call to Action by a Lifelong Yankees Fan*. And more recently, *Setting a Score*, a short story, and the novel that grew from it, *Being Brothers*. Look for the author's recent novel, *Born for the Game*.

The link to attend the meeting is:  
<https://us02web.zoom.us/j/6762224705>

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

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

A very successful orchestra arranger from Los Angeles was asked how he got

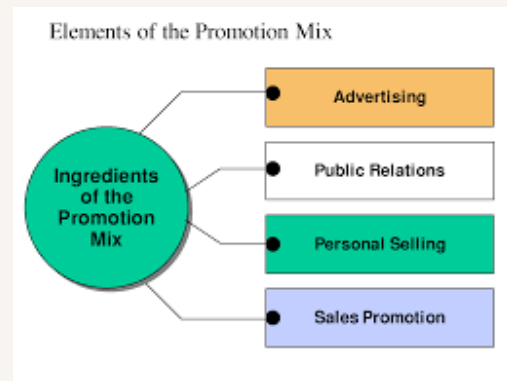


to be in the top of his profession. He said he was not the most talented or creative but when he put himself in positions of being asked to do a task he always rose to the challenge. In the process, he became very, very good at what he loves to do. His first step was to improve his education to the point that he could fake-it-till-he-made-it. Then he took the action step of moving to L.A. Then he networked with the people who could give him a break. Then he blew his own horn and let everyone know what it was he wanted. He got it. You can, too, by getting serious about selling your books to non-bookstore buyers.



### Tips for Marketing Strategy

The value of your content (to the buyer) is fluid because it is unique to each customer and changes over time. An example of recognizing and responding to this fluidity is Amazon Prime. In 2005 it was initially focused on reducing costs and saving time for its customers by providing unlimited two-day shipping for a fixed annual fee. Then Amazon expanded Prime to include streaming media (added value was access and entertainment) and unlimited photo storage on Amazon servers (to reduce risk). Each new element attracted more customers and increased the value to existing ones. How can you apply this concept to selling more of your books?



### Tips for Better Promotion

People do not care about you or your book; they care about themselves. And they will not buy your book unless and until you convince them that it will help them and that they need it more than anything else on which they can spend their money.

Too many press releases go unheeded because the publicity copywriters make one major mistake. they write their press releases about their books and not about what their books do for the reader.

The *benefit* the reader gets from reading your book. not the book itself. should star in your promotion.

Instead of talking about how great your title is, you may need to emphasize why your title is more

informative, entertaining and unique than any other book in its category.

The people you are trying to influence may be acquisitions people at distributors, libraries, bookstores, or the consumers themselves.

## The Very Idea

Do you need a private place to write? Take a tip from these authors. Jane Austen asked that a certain squeaky hinge never be oiled so that she always had a warning whenever someone was approaching the room where she wrote. William Faulkner, lacking a lock on his study door, detached the doorknob and brought it into the room with him. Mark Twain's family knew better than to breach his study door. They would blow a horn to draw him out. (*Readers Digest*)



## Answers to Your Questions About Non-Bookstore Marketing

**"What is your top tip for selling to non-retail buyers?" Nate Armstrong**

Hi Nate: Great question. My top tip is that you can sell more books if you stop thinking in terms of selling *books* and start thinking in terms of selling *content*, then delivering your information in the form in which buyers want it delivered. Some publishers believe the key to increased income and profits is to publish more titles. However, the quest for a revolving front list can actually limit your profitability as it depletes your limited resources of time, energy, creativity, attitude and money.



Instead, find out if the people in your target audience want the information you have, whether fiction or nonfiction, delivered as a book, a booklet, or as a DVD. A book may be the best way to communicate your content, but at least be open to considering new product ideas. An open book and an open mind have a lot in common. They can both stimulate your thinking in unknown areas.

## 17th Edition of The Chicago Manual of Style Comes Full Circle for Sheridan

By Laura Baker



The latest edition of the Chicago Manual of Style has come full circle for Sheridan. The circle began when work on the 17th Edition was underway and Peter Olson, then Sheridan Senior Copyediting Coordinator, served as an Advisory Board member.

As a seasoned veteran of the publishing industry—with over 20 years of experience copyediting and developing editorial and technical style guides—Olson made several suggestions that made their way into the 17th Edition, including citation formats for retracted journal articles and journal articles that use content ID numbers versus traditional page ranges, as well as a few new entries in the manual's glossary of terms.

[Read more here](#)

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



The key to any good performance is preparation. Just as actors do, media guests need to know what they are going to say during all their performances and practice their delivery of each word beforehand. Adequate preparation will make you more confident in your ability to perform and help you relax while you are on the air.

"If you speak monotonously, it's nothing you're going to change in the 30 seconds before you go on the air. If you think you've got a terrible voice, go see a coach." Benita Zahn

You have heard it said that practice makes perfect. However, that is not necessarily true. Practice makes permanent, so you have to make sure you are rehearsing the right things. Before you appear on any media event, engage the services of a professional media trainer so the techniques you make permanent are the right ones.

"I have found that an author is not always ready to be interviewed. It is not just a matter of answering a few questions and plugging your 800 number."  
Bill Granger, Book Publicist



## [How to Get the Most From a Consulting Relationship](#)

[By Brian Jud](#)

The most expensive part of book publishing and marketing is a costly mistake. You can avoid some errors through experience, which in itself can be costly. Or, you can hire a coach (consultant, advisor, mentor) to steer you through the marketing maze and minimize slip-ups that can have significant impact on your budget.

Those who seek advice and those of us who give it can work together to solve your marketing problems. However, a coaching relationship is not a one-and-done transaction, a singular event with the dispensing and accepting of wisdom. It is best utilized as a collaborative process, a mutual striving to better understand your unique challenges and craft the best path forward. This process has five stages.

[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](#)

You can—and should—ask readers to review your book on Amazon. Many e-books use this tactic.

Sample R

Here's an example of a review-request Form from Tom Corson-Knowles, founder of TCK Publishing:

One Last Thing...

If you enjoyed this book or found it useful, I'd be very grateful if you'd post a short review on Amazon. Your support really does make a difference, and I read all the reviews personally, so I can get your feedback and make this book better.



If you'd like to leave a review, then all you need to do is click the review link on this book's Amazon page here: [amzn.to/yourlink](http://amzn.to/yourlink)

Note: To get the link, you must first upload your book to Amazon's marketplace. When your book is live, get the review link, insert it into your book, and reupload your book.



## Amid The Pandemic, Print Catalogs Are Experiencing A Refined Renaissance

By Susan Parente

There's no disputing what retailers and catalogers have long known. Catalogs (and their cousins, circulars) yield sales. And in the strange "up is down" year that was 2020, this was truer than ever.

Catalogs offer an experience. Although the days of dialing the toll-free number on the back of a catalog, credit card in hand, and placing an order by speaking with another living human being have waned in deference to the quick click of online procurement, the catalog still provides that tactile, leisurely experience, creating scenes and context that feel like a private showroom created for the reader.

[Read More Here](#)

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

you  
said it

"I woke up at 2:15 am buzzing with all the new ideas I learned at the APSS conference. That was just after the first afternoon! A hands-down must for authors determined to make money from their book and for independent publishers wanting to expand their business. Thanks very much!"

Laura Larson

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

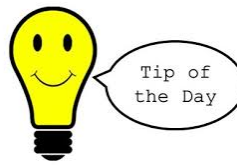
"Never assume the obvious is true."

William Safire



This APSS spreadsheet will help you calculate your break-even point for any trade show:

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



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)

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