

# 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](#))

APSS has an agreement with Combined Book Exhibits to display your books before thousands of book and rights buyers at shows throughout 2023. Start planning now to exhibit at these shows in 2023. See how much money you can save by having CBE exhibit at major shows by visiting

<http://tinyurl.com/y7bpzgd>

Register with your APSS membership number to display at these shows next year:

TWO SHOWS FOR ONE PRICE/  
LibLearnX (**Formerly Amer Lib Assn Midwinter**) Get US Book Show for FREE! -Deadline: January 06

Association of College and Research Libraries -Deadline: February 20

London Book Fair New Title Showcase -Deadline: March 20

US Book Show (Virtual Only) Plus FREE Physical Book Display at New York Library Assn -Deadline: May 15

American Library Association Annual Conference -Deadline: May 31

**Exhibit at these  
2023 shows and  
save using your  
APSS discount**



Beijing International Book Fair -  
Deadline: July 03

Frankfurt International Book Fair -  
Deadline: September 11

American Association of School Librarians -Deadline: September 18

Sharjah International Book Fair -  
Deadline: October 02

Guadalajara International Book Fair -  
Deadline: October 10

National Council Teachers of English  
(Tentative Dates and Location) -  
Deadline: October 20

If you are not an APSS member, join now here

<https://pro.bookapss.org/join-application> and save hundreds of dollars while you make thousands of dollars!

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



## Ideas for Selling to Non-Bookstore Buyers, By Guy Achtezhn

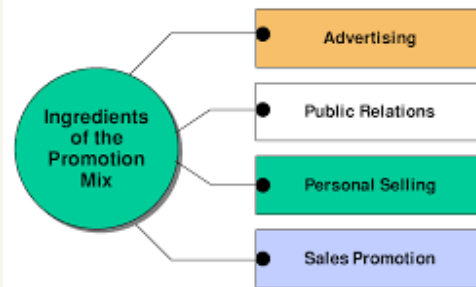
Innovation does not have to involve creating an entirely new product or service. It could be a refinement or improvement in marketing to an existing or new segment. Or it could entail repurposing an existing product, service or activity in a new way. An example would be selling your front- and backlist books to buyers in corporations, associations and/or non-bookstore retailers.



## Tips for Marketing Strategy

Selling only through bookstores and ignoring larger sales to non-bookstore buyers is an example of “functional fixedness.” According to an article in *Reader’s Digest*, “In life, once on a path, we tend to follow it, for better or worse. What’s sad is that if it’s the latter, we often accept it anyway because we are so accustomed to the way things are that we don’t even recognize that they could be different.”

Elements of the Promotion Mix



## Tips for Better Promotion

Your copy strategy will probably change for each target segment, depending on its buying needs and habits.

Charles Revson, then CEO of Revlon Company, was asked to describe what his company sold. He responded, "In the factory we make cosmetics, but in the stores, we sell hope." Mr. Revson knew that people do not buy a product; they buy what the product does for them.

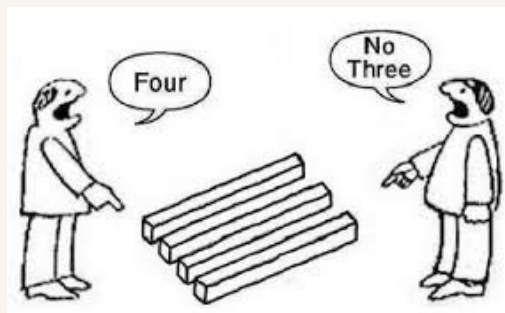
Most products, including books, are combinations of tangible and intangible elements. People do not buy the tangible features of a book, i.e., the paper and ink that create it. They buy the intangible benefits they receive from reading fiction: a vicarious feeling of fantasy, romance,

adventure or mystery.

When purchasing nonfiction, readers are really buying information, motivation and help. Promote to that.

## The Very Idea

“Frozen thinking” is hanging on to a deeply held idea that we no longer question but should, such as selling only through bookstores and ignoring larger sales to non-bookstore buyers. According to *Reader’s Digest*, “Dissent can thaw frozen thinking. As difficult as it can sometimes be, talking to people who disagree with you is good for your brain.”



## Answers to Your Questions About Non-Bookstore Marketing

**“I spend a lot of time on social media promoting my book. Are there other ways to promote it?” Ollie Tyler**

Promotion is the marketing tool used to communicate with prospective buyers to tell them your book exists and why they should purchase it. Publicity, reviews, articles, testimonials, direct mail, advertising, sales promotion, media performances, trade shows and awards are other promotional tools that can increase awareness of your book and potentially lead to sales. These are implemented in concert to persuade the largest number of people to buy your book in the shortest period of time.



According to Marcella Smith, former Small Press Business Manager of Barnes & Noble, “Publicity is like orchestrating a dance, a great piece of choreography. You need to line everything up with bookstores, radio stations, television stations and print media. Then everybody has information on what you are doing and the subject of your book. You create an applause effect, a ground swell.”

## 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](#)



### **Tips for call-in radio shows**

If you are asked two questions simultaneously, choose the order in which you will answer them. Answer the easier question first, then ask for the other to be repeated. This not only gives you time to think, but the second question may be answered in the process, or forgotten.

Always be courteous and never belittle a caller. Make something interesting out of what you think is a frivolous question by saying, "That's an interesting point, especially if you consider this aspect of it ...." If the question was already covered (perhaps before this caller tuned in), mention it and briefly summarize your previous answer. If you can add something to what you said earlier, do so.

Make each caller sound important. If appropriate, remark, "That's a good question." Pause briefly, as if pondering your reply, and then proceed with your response.

Some callers may seek their 15 minutes of fame by trying to trip you up. Maintain your composure and use your grasp of the facts and figures to back up your comments. Do not try to prove a questioner wrong; prove yourself right by citing your research.

"A healthy clash of ideas in of itself may very well help sell your book." Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*



## **Reinvent Your Publishing Company for Sustained Growth**

**By Brian Jud**

One difficulty that inhibits the growth of book-publishing companies is that they think of themselves as book-publishing companies, selling books through bookstores (bricks and clicks) and to perhaps to libraries. However, the advent of Amazon.com, ebooks, social media and more demanding customer expectations challenges that philosophy.

**[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**

*Writing on a computer makes saving what's been written too easy. Pretentious lead sentences are kept, not tossed.*

P. J. O'Rourke

No one likes to hear bad news, but I'd rather hear bad news from a friend than from my publisher—or Amazon critics.

Book coach Mark Levy did his client a favor when he told her: –You don't have a 300-page manuscript. You have a thirty-page manuscript written ten times.|| Oops.

Mark Victor Hansen, cocreator of the Chicken Soup for the Soul series, told dozens, if not hundreds, of people to read and grade each potential story. The authors depended on feedback



Spencer Johnson, MD, said he revised *Who Moved My Cheese?* more than a dozen times after it was published as he received feedback from readers. He wasn't satisfied to rest on his laurels, even though the book sold more than 20 million copies.

You can get feedback from two great sources: your peers (peer review) and from your ideal readers (beta readers).

from their target readers to find the best stories.



## Sheridan's White Paper Celebrates The Premium Print Experience

By Susan Parente

Sheridan commissioned a new white paper full of good news for magazine publishers looking to deliver a quality experience to readers – in print. Samir “Mr. Magazine” Husni contributes his industry insights and you’ll read about large and small magazine publishers who are succeeding with this approach.

[Read More Here](#)

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

**you**  
said it

“What a bargain my membership fee is!”

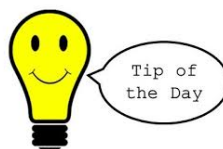
Gail Farrelly



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

“If your dreams do not scare you, they are not big enough.” Ellen Johnson Sirleaf, president of Liberia

For a spreadsheet that will help you calculate your break-even point for a direct-mail campaign, go to [www.bookmarketingworks.com/DirectMailBEP.xls](http://www.bookmarketingworks.com/DirectMailBEP.xls)



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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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