

# 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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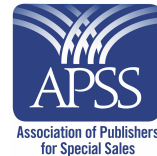
## More Benefits and Savings for APSS Members

(The Association of Publishers for Special Sales - [Join Now](#))

The APSS Bookstore was created to make it easy for you to buy other APSS members' books – and for them to buy yours. Now they can be available to everyone! See over 80 books in the store at <http://bookapss.org/books/>

To place your book in the APSS bookstore, send a high-resolution cover image, a 50-word (maximum) description including the list price, the category in which it should be placed, and the link to your Amazon page (or website) to [Kim@bookapss.org](mailto:Kim@bookapss.org).

**Do your Holiday shopping in the APSS Bookstore**



Currently there is no charge for APSS members to place their first title, but \$5 for each additional title.

To Your Success,  
Brian Jud  
Executive Director, APSS  
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## News You Can Use -- To Sell More Books in Large, Non-Returnable Quantities



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

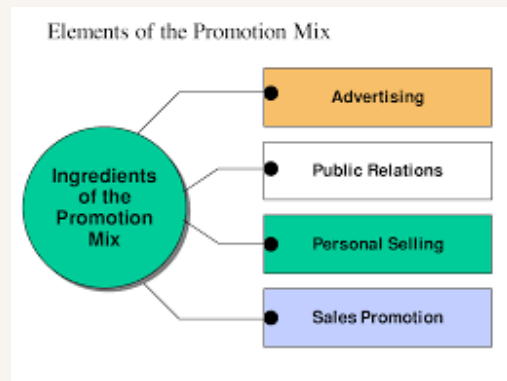
Do you remember the 4 Ps of marketing from your college classes: Product, Place, Price and Promotion? These are all aimed at target buyers. But those look at marketing from the seller's perspective. Instead, think of your Customers (your target) from the perspective of the 4 Cs of book marketing. Instead of Place, think

Convenience (location, location, location). Have your books available where your Customers shop (airport stores, supermarkets, gift shops, etc.) rather than only where you want to sell them (i.e., bookstores). Content (v Product) recognizes that people buy what you have to say, not the physical book. Communication that engages your prospective customers (and gets them to act) rather than promoting *at* them. And Cost (v price) is what buyers consider, especially in non-retail sales (corporations, associations, military, etc.)



### Tips for Marketing Strategy

What are your sales, revenue or profit objectives for 2023? What are you trying to accomplish? Can you state it in a single sentence? Can you draw a picture of it? Can you make a map of where you need to go and the things will need to do? What planning do you need to do? Product changes? New promotion strategies? A change in price? Can you visualize yourself reaching your objective? What are your answers to these questions?



### Tips for Better Promotion

You will become more successful at marketing when you stop selling your products and begin selling what they *do* for the people who purchase them. That is the difference between marketing a *feature*, an *advantage* or a *benefit*.

A *feature* is an attribute of your product. For a book, a *feature* could be its size, binding, title or number of pages.

An *advantage* describes the purpose or function of a feature.

A *benefit* is the value the reader receives in exchange for purchasing your book.

People buy value (benefits), not physical books.

Have fun when you brainstorm. During a creative session, a team of engineers got into a really wacky mood and made fun of their project. Their comments were off the wall. The meeting was a great success many new ideas were generated. The next week everybody was in a serious mood and no new ideas were generated. The moral is that having a little fun can stimulate your creative juices. What wacky things can you do for your book? When selling your children's book through supermarkets, could you change the cover to make it look more like a cereal box?



## Answers to Your Questions About Non-Bookstore Marketing

**"I have a big list of prospective buyers, but there are too many to contact. How to begin" Daniel Tyler**

**Daniel:** Qualify your prospects and rank them in prioritized clusters. Not all prospects are equal, and they may be at different points in their buying processes. Rank them in order of those most likely to buy to those least likely to buy so you call first on those you expect to purchase sooner than later.

This uncomplicated process makes forecasting and marketing easier. If you know there is some demand for your title, and you know the approximate number of people who desire that information, you will have a better handle on your expected revenue, the number of books to print and where and how to spend your marketing budget.



## Sheridan Confidential: Success Stories from Our Employees – Part 1

By Laura Baker



What does It mean to work for a world-class company? We asked the people who would know: our own employees! From a variety of vocations and backgrounds, these Sheridan employees are sharing the secrets to their success, and not surprisingly, Sheridan is at the core. Part 1 in this series of short interviews features Jeff Gardiner from Sheridan Ohio. Look for posts from other employees sharing their stories in the weeks to come. Read on and be inspired!

[Read more here](#)

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



What information is important to each audience? Your agenda points will change, depending upon the composition of the people listening or viewing. Make sure you talk about what is important to the audience of each show.

"You have to give the audience at least three things to do today that will change their lives, or their husbands' lives or their children's lives. But you have to hit home and you can't tease. " Rick Frishman

In what order should you discuss your agenda items? Avoid the temptation to say everything you know. People cannot remember too many things at one time, so communicate the information most likely to gain the attention and interest of the audience as it relates to your ultimate objective.



### [The Advantages of Advertising in Print Media](#)

[By Brian Jud](#)

One of the basic axioms of book marketing is that it takes multiple impressions on target buyers to induce them to make a purchase. The more varied these touchpoints the greater the impression and motivation to favorable action.

Successful book publishers market their books using an assorted mix of promotional media. The four parts to an assorted communication mix are publicity, advertising, sales promotion and personal selling. The weight of any one element depends upon the content, nature of your product lines, the author's involvement in marketing, and the target buyers. As a general statement, publishers focus on publicity and avoid advertising -- print advertising in particular. They feel that if they do any advertising it will be in digital format thinking print communication "is a thing of the past." Not so.

[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 First Draft**

The most important part of the first draft is getting it done. It doesn't have to be perfect. It doesn't have to look pretty. It doesn't even need to have all your facts and stories. It just has to get done.

Completing a first draft is a major accomplishment. You should be proud when you see it rolling off your printer. Put it aside for three days, and then reread it with a fresh view.

If you're like me, you'll be surprised to see what you forgot to include.

Chapters that seemed to flow when you first wrote them may need to be reorganized.



Don't get discouraged. The great thing about seeing holes is you will see where to fill them. This is all part of the writing process.

Anne Lamott, in her classic book about writing, *Bird by Bird*, said all first drafts are – shitty first drafts. I agree. Once you have a first draft, you can clean it and polish it. But without that first step, nothing happens.

**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.

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

you  
said it

“I believe persistence is crucial to the long game of writing, publishing, and marketing. Quick story: Last year, Rebekah and I watched the videos on our early morning walk (yes, as we were walking), the only time we had for watching and discussing them. I remember the example of the shoe store chain, the children's books, the punch cards, and the slogan that said something to the effect of, “We'll take care of your child from their head to their feet.” I stopped in the middle of the sidewalk, looked at Rebekah, and said, “This is so do-able. This really is do-able.” I didn't mean we would replicate that program. But for the first time, the concept of special sales felt very approachable.”

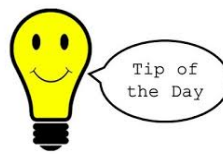
Denise M. Baran-Unland

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

“Motivation is what gets you started. Habit is what keeps you going.”  
Jim Ryun



**A list of writers' workshops  
and conferences may be found  
at <http://writing.shawguides.com>**



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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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