

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.

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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
BrianJud@bookapss.org

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



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

It's not always necessary to convince corporate buyers to change their minds about buying your books to use in an upcoming promotional campaign. Show them how your content can make what they are already doing, better. "Your ship has sailed in the right direction. You need this product to make the trip go faster."



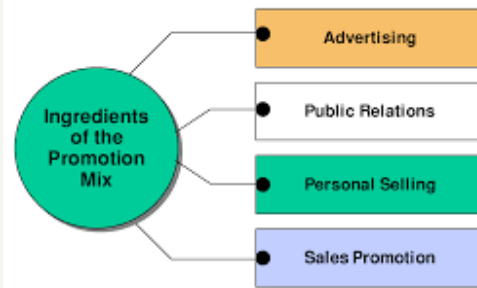
Tips for Marketing Strategy

Ask yourself two questions, the answers to which could make you more successful this year. First, “Wouldn’t it be great if in 2023 I ...?” The second is, “But I can’t because ...” For example, “Wouldn’t it be great if I could sell X00,000 books in large, non-returnable quantities in 2023? But I can’t because I don’t know how.” The answer to the first question sets your objective and the answer to the second points out the obstacle(s) to overcome so you reach your goal.

The Very Idea

Stop selling your books and make more money. This may sound odd for a publisher, but you can achieve the most success by not selling your book, but by *selling the benefits* buyers receive from your book’s content. In other words, the form in which your content is sold is less important than the content itself – particularly to non-retail buyers (in corporations, associations, etc).

Elements of the Promotion Mix



Tips for Better Promotion

When thinking of a reason why someone would purchase your book, put yourself in the place of the prospective buyer and ask yourself, "So what?" Keep doing that until your imaginary customer says, "Oh. Now I understand." Then communicate *that* concept in your promotional literature and they should be more likely to buy.

Just as individuals have a variety of reasons for purchasing your books, businesses also have diverse reasons for buying them.

People at each level of the distribution network have a unique reason for buying your books, and a plea to an incorrect appeal will not motivate them.

The key to persuading your distribution partners to carry your books is to show them why it is in their best interest to work with you.

Sell the result, not the product

www.vappingo.com

Answers to Your Questions About Non-Bookstore Marketing

"Why should I try to sell my book to non-bookstore buyers?" Arlene Tyler

Arlene, significant benefits accrue to the astute publishers that grow their businesses through sales to non-bookstore buyers. The bottom line is an improved bottom line, since these benefits translate into greater profitability for your business. Here are six reasons, and I will list more in the next issue of *Book Marketing Matters*.

1) **Increased revenue.** Increase your sales in a marketplace somewhat larger in size than the bookstore market. If you do not seek book sales outside of bookstores than you may be missing half of your potential. Or, to look at it from a different perspective, you could double your sales with additional marketing effort directed to non-bookstore markets.

2) **Recurring revenue.** In special marketing, your customers may place a standing order (a given number of books to be shipped automatically on some predetermined schedule) if your book is used as a textbook or a successful premium. This recurring revenue improves the velocity of your cash flow.

3) **Lower acquisition costs.** Selling to an existing customer is less expensive than it is to acquire another customer. The more frequently people re-order your book, the more profitable each sale becomes. And an audience pre-sold on your existing content may greet a second edition -- or new, related titles -- warmly.

4) **Lower unit costs.** The greater the quantity in which you print, the lower your unit cost will be. Therefore, some publishers print books and hold them in inventory to meet the just-in-time shipping



5) **Increased profitability** naturally follows, since the lower your unit cost the greater your profitability at the same selling price. In special marketing you print to fill orders since buyers -- particularly non-retail buyers -- usually buy in advance of a promotion and are willing to wait for delivery. Not only do you print to order (with no inventory costs), but the quantities are typically larger than you might produce to hold for potential bookstore sales. If you want some books to keep on hand, tack on a quantity to the special print run -- at a much lower price than if that quantity were printed alone. This tactic could increase your gross profit as demonstrated below for a 6" x 9" softcover book with 240 pages.

6) **Greater total sales.** You can sell more books to an entirely new market segment simply by using a little creativity. Amy Schoen's title, *Get it Right This Time* is about helping single people meet their life-long partner. By thinking beyond the bookstore, Amy found opportunities selling her book to cruise ship lines, to florists and to online dating services for use as a premium to attract new business.

requirements of some bookstores. Special-sales strategy permits you to hold low (or no) inventory, filling small orders through digital printing. Then you print longer runs to fill orders for large quantities of books.

Sheridan Confidential: Success Stories from Our Employees – Part 2

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 2 in this series of short interviews features more interviews. Read on and be inspired!

[Read more here](#)

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



Be prepared for unexpected events. Authors have strong opinions about their topics, which is what compelled them to write their book in the first place. Strong opinions combined with the opportunity to present them to a large audience can lead to ego flexing. As the audience size increases, some guests sense they are on stage and play to the viewers. This may be expressed verbally, promoting your concepts, research methods and/or sources. It may be displayed visually, with exaggerated facial expressions such as rolling eyes, shaking heads or arms crossed in defiance. Or it may be exhibited subtly, as the host taking the role of devil's advocate.

This is not to imply that all interviews are antagonistic. Most are meant to educate the viewers and are conducted without conflict. You will prove to be the more knowledgeable, credible source of

information if you are prepared and remain composed. Know your material. Have facts, figures and supporting quotations at your fingertips. Stay calm and offer irrefutable proof of your position.



Win More Book Orders Before You Begin Selling

By Brian Jud

The circumstances surrounding every selling situation are different, but there are two parts essential to them all: substance and process. Substance is made up of objective elements such as price, terms and shipping costs. Process is the path you take from your initial meeting to the close.

One of the costliest mistakes in negotiating a large book sale is focusing primarily on the substance of the deal and not enough on the process and the players. You can be more successful if you understand each distinct process since it is more likely to differ than the substance of any selling event.

Substance issues are necessary but not sufficient to close any major book sale. But if they are not delivered strategically to the right people and in pursuit of the proper objectives these facts will rarely lead to a sale. Situation dynamics are equally important to creating a win/win conclusion. There are at least four things you can do to prepare for and stay on track to a successful bargaining session.

[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

Each chapter should have its own major theme. Ideally, each chapter follows a thought pattern that leads the reader to get to know, like, and trust you, so they adopt your ideas and want to give you their business. This is done via stories; anecdotes; visual elements



such as charts, graphs, pictures or cartoons; essays; and quotes from famous people.

Every chapter should answer these questions:

- What is this chapter about?
- Why is it important for my reader to know this?
- How will I share my message?
- What will happen if readers follow my instructions? What will happen if they don't?
- What key ideas or action steps should readers remember?

This format will help a professional who wants to build their brand, urge people to adopt their point of view, or leave a legacy for people to follow. Of course, every book is different, so modify it as you see fit. This description should help you focus.



Your Essential Guide to the 2023 FedEx and UPS Rate Increases

By Leah Palnik
Marketing Director
PartnerShip

FedEx and UPS will be increasing their rates by an average of 6.9% in 2023. That's a heavy statement for a couple of reasons. First, this is the highest General Rate Increase (GRI) the carriers have taken in recent years. And second, your actual shipping costs will likely go up more than 6.9% in the new year. *Oof.* Unpacking the new changes is complicated, but essential if you want to understand how your costs will be affected and what you can do about it. Here's your guide to the FedEx and UPS rate increases for 2023. Jump to:

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

you
said it

“Thank you so much for your (APSS) presentation. I found it extremely informative and timely. I wrote my first book 3 years ago. I fumbled around attempting to market my book through various pathways. All to no avail. If I had to do it over again,

I would write the book but would not attempt to market it until I attended a workshop such as yours. The information you shared with us is invaluable. It is perfect for "would be" authors. Again, thank you so much."

Judy Gray Johnson



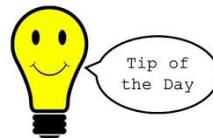
They Said It: Motivational Quotation

“When you’ve got 10,000 people trying to do the same thing, why would you want to be number 10,001?”

Mark Cuban.

Editor's note: Sell to non-bookstore buyers and you can be Number One.

Sell books to businesses and teachers through Collective Goods,
www.collectivegoods.com,
help@collectivegoods.com,
855-206-1542



For copies of all the previous issues of *Book Marketing Matters* visit
www.bookmarketingworks.com/mktgmattersnews

To subscribe to *Book Marketing Matters* email Kim@bookmarketing.com

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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