

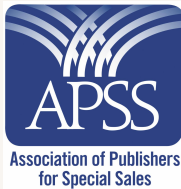
BOOK MARKETING MATTERS

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**)



Book-Cover-Design Award Contest!

APSS members have access to a book cover design awards competition that will take place every month -- with one winner every month. Judges will review and evaluate each submitted cover design and provide feedback on all designs. This will help you learn how to design effective book covers in order to market your book more effectively!

Although this competition is primarily of a competitive nature, it is also meant to be educational because we will try to offer as much guidance as possible in our short comments. We will do our best with our comments and suggestions to help you better understand what design concepts work -- and what design concepts to improve -- in each cover design.

APSS invites all authors, self-publishers, publishers, and designers to submit their works to this book cover design award contest.

This Book Cover Design Award is not just an award, it is the indicator of quality and perfection in design. Winning our Award is a certificate of excellence for designers and proof of quality for authors. Winners of this

When submitting to this book cover design award contest keep in mind that your submission will be evaluated on multiple dimensions. The criteria we look for in each cover submitted are: composition -- how the graphic works on the cover, use of fonts, quality of illustration or photo and placement on the cover, and how much the cover design is tailored to the target audience.

Judge's comments will give you a guide and inspiration. Our submission entry fee is free!

Remember, a good book cover design is the best marketing tool you have to sell your book. Let us help you produce an award-winning cover for your book to boost your sales!

Submit your cover designs here:
<https://www.nessgraphica.com/book-cover-design-awards-submissions/>

To Your Success,
Brian Jud
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Award will reap the benefits of having an eye-catching book cover design that captures the attention of their target audience.

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



Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

If you are successful in getting prospective buyers interested in what you have to offer they may say, "Send me a proposal." What they are asking for is a summary of what you discussed, confirming your price and terms. This may be used as a delaying tactic, or they may be truly interested in what you have to say. Since you do not know for sure, give them a written proposal and then follow up.

What is a selling proposal?

A selling proposal is a tool to put in writing everything you have already discussed. It reminds prospects of all the reasons they liked your idea in the first place, summarizes your proposal, presents your pricing and then makes it easy for them to make a favorable decision.



Tips for Marketing Strategy

Five business lessons from The Rolling Stones (*Wall Street Journal*): 1) Choose the right name. Brian Keith changed the name of the group from Little Boy Blue and the Blue Boys to The Rolling Stones. 2) Know what the market wants. The



Tips for Planning Profitably

The results of your planned marketing decisions will affect your publishing schedule, your personnel requirements, your financial performance and the length of time you stay in business.

Beatles had staked out the “lovable, non-threatening boys next store” niche, so the Stones became their opposite. 3) Borrow something if it works. The Stones recorded a song based on the gospel song, “This May Be the Last Time.” 4) Cut the anchor before it drags you down. Mick and Keith fired Brian Jones when his drug/alcohol problem affected performances. 5) Never stop reinventing. The Stones have gone through at least five stylistic iterations.

The marketing strategies you choose (or don’t choose) can influence your income. *Plan Your Work and Work Your Plan*

The promotional programs you choose depend on and interact with all the other marketing variables at your disposal.

Planning will help you create a solid reputation for conducting your business professionally and profitably.

The ways in which you temper your marketing actions with your personal or business strengths and weaknesses determine your results.

Your success is the consequence of all the decisions and the personal tradeoffs you make.

The Very Idea

Do you have good book-marketing habits? Some habits are good, some not so good. How can you tell if a habit is good or bad? Good habits are hard to make and easy to break. Bad habits are easy to make and hard to break. Many publishers are in the easy-to-make habit of selling only through bookstores. They market each new title in the same way they did all previous ones, or as everybody else does it. While that habit is not inherently bad, it could limit your sales, revenue and profits. Evaluate your habits and seek a different way to increase your sales – in non-bookstore markets. APSS (www.bookapss.org) can help you create good book-marketing habits.



Answers to Your Questions About Non-Bookstore Marketing

"I was near a final commitment from a buyer, then he left the company. It was very disheartening." Olivia Longo

There is usually high turnover among brand/product managers. If a personnel change is made midway through the negotiations process, you may be forced to begin it all over again with the new incumbent. But it may benefit you if your previous contact was promoted higher up on the decision-making ladder. In any case, communicate regularly so you know if a change is about to occur. This may enable you to speak with the incoming buyer and keep the momentum going.

Selling to corporations in anticipation of large-volume orders sometimes feels like you are pushing a string or herding cats, but do not be dismayed. Persist with a smile, starting all over again with each new incumbent. You have to gain the new person's trust as you did the prior one. But if you want the sale badly enough you can do it.



Leadership and Growth Concepts By Tom Hill



Goal setting is so practical and important - I use Gordon Moore's (co-founder of Intel) "Moore's Law" - 18 months. When I finally learned to be a goal setter my life changed forever. We are creatures of habit.

Another very important personal growth activity - 3 days of no human contact - read, write, meditate, listen to music, exercise, visualize - just no human contact. I highly recommend going to a spiritual remote site. My favorite local site is Vision of Peace near St. Louis.

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

Accept every opportunity to perform on television



and radio. Tape and critique each to improve the content and delivery of your message. Practice the techniques for performing successfully and you will begin to feel at ease when you are on the air. Later, when you are invited to appear on a national radio show with millions of people in the audience, you will perform at your best. As Rick Frishman says, "Get really good in Idaho and then go for *Good Morning America*."



Customize Your Pitch to Each Catcher

By Brian Jud

Whether you are cooking a meal, planning a vacation or making a sales presentation, it is the preparation that determines the relative success of the outcome. The more time you put into preparing your sales presentation -- what you will say and how you will say it -- the more likely it is that you will get the order.

This article appeared in the last issue, but the link to the complete article was broken. [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

Case Study: A Tale of Two Books
When I wanted to write a –big business card book|| to show myself as a thought leader on publicity, I gathered my notes and wrote Reporters are Looking for YOU! in several days. You could have locked me in a room with no other resources, and the book would have flowed from my head because I knew my material cold.

When I wrote the book Business Speak for publishing giant Wiley, however, the writing situation was the exact opposite.

The year was 1999. Voice recognition was a new technology. I thought it



I found only a handful of companies using voice. I couldn't find enough case studies and reports and interviews to fill more than 100 pages. I was at my wits' end. I couldn't find anything more to write about.

I told my acquisitions editor I'd return the advance. She refused. She said I had to finish the book!

would be the hot new technology, and I'd sell a zillion books as businesses tried to figure out how to add voice to their products. After all, phones were getting smaller, and people would have a hard time typing on them, right? We can speak. Why should we be limited to a keyboard to interact with phones? I thought it was a winner.

So did my publisher. They gave me a nice contract to write a 200-plus page book.

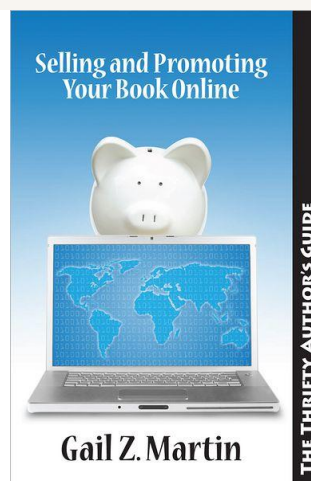
Since I was not an expert on this topic, I interviewed companies using the technology, researchers creating the tools, and analysts covering the field. I used my journalism skills to research and write the book.

Let me tell you, it was a hard book to write. Back then, few companies used voice recognition technology. It wasn't until 2015 or so that Siri and Alexa made voice recognition a mainstream application.

I persevered. It actually was a pretty good book after all!

For this book, I used a combination of writing skills. Part of the book flowed from my brain to my fingers to the computer, based on my personal experiences. Other sections came from interviews I conducted, seminars I attended, and material I found on the Internet.

Which way is best? It doesn't matter. Some thought leaders write books from their heads and quote only themselves. Other business executives quote other people to validate their ideas. In fact, some people became thought leaders because they assembled information from other people. They are the thought leader because they have all the information and sources of information at their fingertips. Malcolm Gladwell, author of *The Tipping Point* and other true bestsellers, interviewed people for his books and drew his own conclusions.



Marketing Tip from Gail Z. Martin

Once you have your business plan goals, link each goal to a specific target audience. Some examples of target audiences include: readers, hobbyists, and professionals within an industry or specialty; academics; the professional media; new media (blogs, podcasts, etc); bookstore buyers; librarians; and conference event planners, etc.

You Said It: A Member's Comment on APSS Benefits

"I just wanted to take a moment to thank APSS for the great information you shared during the last webinar. The out-of-the-box perspective you had on

you
said it

selling books was very helpful and has me brainstorming new ways to sell my books. So, thank you for your time and insights."

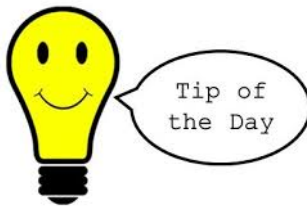
Meg Gray



They Said It: Motivational Quotation

"Celebrate what you have accomplished, but also raise the bar a little higher each time you succeed."

Mia Hamm



APSS Tip You Can Use Today

You can increase the chances of your book being accepted by airport bookstores by using a distribution partner. Most distributors and wholesalers can sell your books to airport stores.

When you submit your materials to these buyers, send them a complete package. Include a copy of your book, your terms, a summary marketing plan, and when available, a sales history. Also include reviews, awards, testimonials, and newspaper articles if any exist. Be sure to list the number of books per carton and how many units were published. Also include information about who, if anyone, is providing sales and marketing services on your behalf. Furthermore, since most books are displayed cover out, the front cover design is critical to your title's success.

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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