

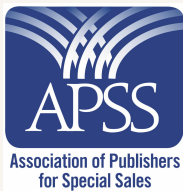
# BOOK MARKETING MATTERS

Brian Jud's free, bi-weekly ezine dedicated to helping you get your share of the special-sales markets and sell more books profitably.

Volume 22, Issue 4 Number 498 February 14, 2022

## More Benefits and Savings for APSS Members

(The Association of Publishers for Special Sales - **Join Now**)



### **Display your books for librarians, Bologna and London Book Fairs (Save with the APSS discount)**

APSS has an agreement with Combined Book Exhibits to display your books before thousands of potential buyers. Get foreign rights and sales to libraries at these shows while you save hundreds of dollars with the APSS-member discount:

#### **2022 Public Library Association (Deadline: February 25)**

The Public Library Association (PLA) is the largest association dedicated to supporting the unique and evolving needs of public libraries. PLA serves nearly 10,000 members in public libraries large and small in communities across the United States and Canada, with a growing presence around the world. The library market is estimated to be a \$5,000,000,000 industry with over 120,000 libraries just in the United States. Having your book on a shelf in a library gives your title additional exposure to the tens of thousands of individuals that visit local libraries each year.

#### **2022 Bologna Book Fair (Deadline: February 28)**

Those attending the fair will be publishers, agents, librarians, booksellers, teachers, translators, illustrators, and media, including distributors and wholesalers from around the world. In addition, representatives from production companies and movie studios will attend as well. Also expected are thousands of virtual visitors to the fair who will have access to the online catalog.

#### **2022 London Book Fair (Deadline: March 01)**

The London Book Fair is one of the most important book fairs scheduled during the year and one of our most popular shows for authors to showcase their books to some 25,000 - 30,000 people expected to attend. The New Title Showcase is a featured exhibit at the fair and will be heavily promoted. Those attending the fair will be publishers, agents, librarians, booksellers, teachers, translators, illustrators, and media, including distributors and wholesalers from around the world. In addition, representatives from production companies and movie studios will attend as well.

Included with your registration for all these shows will be a printed exhibit catalog with your title information included and handed out free of charge

For 57 years, the Bologna Children's Book Fair has been the leading children's publishing event with over 1400 exhibitors and 30,000 professional visitors each year. J.K. Rowling and the Harry Potter series was discovered at this event. In 2021 the Bologna Books Plus was introduced to the fair aimed at a much wider general adult trade audience led by the former team members of the London Book Fair. Leveraging the strength and reputation of the Bologna Children's Book Fair, the addition of the Bologna Books Plus will make this fair a "must attend" event for all concerned. This New Title Showcase is an official showcase of the fair and will be heavily promoted before and during the fair.

during the fair. The NTS will also include an online searchable catalog that will be active for a period of two years.

### **Register**

at <http://tinyurl.com/y7bpzgd> with your APSS membership number (insert it at APSS ORDER NUMBER) and save! Don't have your membership number? Contact [Kaye@bookapss.org](mailto:Kaye@bookapss.org).

Want to join APSS and take advantage of these offers – add more? Go to <https://pro.bookapss.org/join-application/> or contact [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)

To Your Success

Brian Jud

Executive Director, APSS

[BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)

(860) 985-5908

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



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

One thing all sales presentations have in common is human interaction. They are part of a process, a course of action during which "me" and "them" become "us," working on the same team. Use your presentation to form positive, sincere relationships where mutual respect and trust overcome questions about the viability of your proposal. People buy from people they like and trust. Your sincerity and belief in your proposal can establish those feelings.



## Tips for Marketing Strategy

Laura Linney on failure: “As the late great Jack Lemmon once said, ‘Failure seldom stops you. What stops you is the fear of failure.’ You will never achieve a deeper understanding of your work, or learn the tough lessons, if you are liked or comfortable all the time.”

Try selling your books to non-bookstore buyers and you could turn your lemons into lemonade.



## Tips for Planning Profitably

Apply marketing activities so you optimize your revenue given your individual preferences and skills.

Wear transparent blinders. These will keep your attention on the path before you but not blind you to peripheral opportunities.

Proper planning will give you a more objective view of day-to-day opportunities and problems.

It takes time to get a feel for how the market responds to your efforts, ability and budget.

It may take 2-3 years to become reasonably accurate in your planning, forecasting and budgeting.

Entrepreneurs are by definition optimistic people, and their initial forecasts reflect that personality trait.

## The Very Idea

How can you make more money from your content? Before you publish your book, think about the form in which you will deliver your content. Dunkin Donuts sells coffee for \$10.99 per one-pound bag. Keurig sells coffee for \$36 per pound, one K-Cup at a time. Similarly, you can deliver your content in a printed book for \$14.95 or through a seminar for \$X95 (per person).



## Answers to Your Questions About Non-Bookstore

### "Where can I find a list of companies to contact?" Irene Rojas

The North American Industry Classification System (NAICS) is a system for classifying business establishments into groups based on the activity in which they are primarily engaged. NAICS has replaced the U.S. Standard Industrial Classification (SIC) system, using a six-digit coding system to classify all economic activity into twenty industry sectors.

If you have a target company in mind, search for it to learn its NAICS code. You can also download a list of NAICS codes, then search by the appropriate code and you will have a complete list of competitive companies, with contact information. NAICS also sells business directories with online or CD-ROM access to company profiles on over 14 million U.S. businesses. For more information, contact NAICS Association, 129 Lakeshore Drive, Rockaway, NJ 07866, Phone: 973-625-5626, [info@naics.com](mailto:info@naics.com) or <http://www.naics.com>

The most recent NAICS manual includes definitions for each industry, tables showing correspondence between NAICS and SIC codes. To order that manual, contact the U.S. Department of Commerce, National Technical Information Service, Springfield, Virginia 22161, call NTIS at (800) 553-6847 or (703) 605-6000

### Leadership and Growth Concepts By Tom Hill

---

**Solitude:** I'm a huge believer in experiencing solitude - a minimum of once a year - the primary purpose is absolutely no human contact - reflect, read, pray, journal, exercise, meditate & fast for three days. Nothing I ever experienced comes close to the personal impact. In addition to the above, it's quite inexpensive. Make it a priority.





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

---



You can present charts and figures to document what you say, but doing so is not always helpful or necessary (particularly on radio). Instead, win your audience over by using the following fourteen words proven to elicit a positive response: you, free, discover, safety, help, results, money, save, guarantee, health, new, proven, love and easy. Using these words will convince the audience you are on its side, interested in helping it discover a new, easy way to save money or achieve other proven results. Members of the audience will love you for the free information; guaranteed.

"I think it's very important that an author should be able to tell good anecdotes, bring a story to life. I'm not interested in statistics. I'm not interested in knowing how intellectual you are. I want you to be able to touch my viewer."

\Rita Thompson, Field Producer for *CNBC*, *CBS News* and *Chronicle*



## **Marketing from the Customers' Perspective**

---

**By Brian Jud**

Nothing happens until something is sold. That has been the call to action for generations of salespeople. Every day independent publishers make marketing decisions that are designed to facilitate the sales process. We publish books, distribute, price and promote them to entice people to buy them so that we make a profit.

However, the book-buying public looks at the process differently. According to our potential customers, nothing is sold until someone buys something. From their perspective, books are not sold, they are bought — and publishers could make more money if they made it easier for people to buy. Consumers are looking for worthwhile information that is easily accessible, priced properly, and that they understand will help them.

[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***

**Revise with Pen and Paper**

You can and should edit your book on the computer screen, but there's only so much editing you can do that way. Besides, when you see your work on paper and grab a pen (or pencil, in my case), a different part of your brain is activated, according to copywriter Kevin Donlin, author of *Marketing Multipliers: 11 Simple Tools to Grow Your Business*.

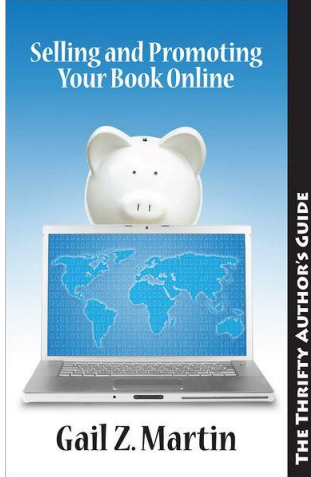
You'll find different errors, and you'll notice things didn't flow as easily as you thought.

You'll see what's missing or is in the wrong place. Believe me, you won't find those same items when you read a computer screen.



**Marketing Tip from  
Gail Z. Martin**

Choosing the name for your website (called a “domain name”) is the first decision you will need to make. Ideally, a great website should be the name of



your book (such as [www.booktitle.com](http://www.booktitle.com)) or should have your own name (such as [www.JaneAuthor.com](http://www.JaneAuthor.com)). You can find out right away if a domain name is already taken by checking on [GoDaddy.com](http://GoDaddy.com), a web hosting company, and typing in the domain name on their domain name finder.

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

“We’ve been using the special freight discounts for only a few months and have already saved more than ten years’ worth of full membership in APSS.”  
Peter Goodman, Publisher, Stone Bridge Press

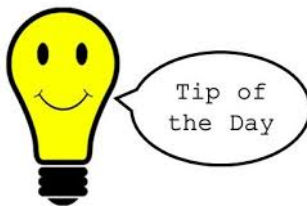
**you**  
said it



## They Said It: Motivational Quotation

“Dreams are extremely important. You can’t do it unless you imagine it.”

George Lucas



## APSS Tip You Can Use Today

### Library Markets

Hospital Libraries  
Military Libraries  
Niche Libraries  
Prison Libraries  
Professional Libraries  
Spanish-Language Libraries  
Wholesalers and Distributors to Library Markets

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)

**Book Marketing Works. LLC**

Box 715, Avon, CT 06001

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

[BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

(860) 675-1344