

# 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**)



### Display your books the 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 Bologna Book Fair (Deadline: February 28)

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.

Those attending the fair will be

### 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 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/y7bpzglD> 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

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.

<https://pro.bookapss.org/join-application/> or contact [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)

To Your Success  
Brian Jud  
Executive Director, APSS  
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(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 Achtezn

When Brian Jud (my business partner) was selling his book, *Job-Search 101*, he initially sought to define niches -- graduating college students, high-school students, blue-collar workers, Hispanic job seekers (with the translated edition), unemployed people who were 55 or more in age, etc. – and tried to sell to them with different approaches. But the common thread across all these niches was that people wanted a secure future and a source of that security as quickly as possible. He changed his promotional strategy to address this subtle difference and increased his sales, revenue and profits. You can do the same with your content.



### Tips for Marketing Strategy

Do not confuse the terms “book” and



### Tips for Planning Profitably

Create a plan that defines your mission, generates objectives, establishes strategies and stimulates a

“content.” People do not buy books per se, they purchase what the information in the book will do for them. With non-fiction they purchase wealth gain (success), weight loss (beauty) or health (longevity). Fiction readers want relaxation, distraction, a sense of romance or adventure.

Promote the benefits of your content – not the sale of your book.

program of specific tactics.

The journey to achieving your goals is accomplished by manipulating certain marketing tools over which you have complete control. These are generally referred to as the Four Ps of marketing: the Product and its Price, Place (distribution) and Promotion.

The Four Ps are separate but interdependent.

Marketing is a total system of action. Manipulating the Four Ps is a fluid process.

Marketing planning is the process of manipulating the four elements so they have the most profound impact on your business.

Manipulating the four functions of marketing is like looking into a kaleidoscope. There are a finite number of pieces, but you can create an infinite number of combinations simply by rearranging them. With each turn of the device you reorient the crystals and a new image is formed.

## The Very Idea

We all know the importance of remembering a person's name. Here are some tips for doing that:

- 1) Concentrate during introductions.
- 2) Ask them to repeat their name and then remember something unique about them.
- 3) Use their name 2 or 3 times during the next few minutes.
- 4) If possible, do a little homework ahead of time.
- 5) In this process of remembering a person's name create an image of someone who has a similar name - make a mental



connection.

6) If possible, get a business card or if appropriate, take a picture. When it's a fit, put notes with their name in your phone contacts.

The sweetest word to most people is their name. Make remembering a person's name a habit.

## **Answers to Your Questions About Non-Bookstore Marketing**

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**"I have heard of times that recognize some event or person. Where can I find lists of these periods?" Ella Imlow**

You can increase the impact of your combination of reach and frequency by associating your appearances with a relevant marketing period. To get some ideas about relating your book to a national event, go to [www.holidayinsights.com](http://www.holidayinsights.com) where there are lists of special days, weeks, months, anniversaries, birthdays and other events every year providing additional marketing openings.

For example, November is Child Safety and Protection Month. If your title is related to this topic, you could sell it to the International MOMS Club (<http://www.momsclub.org/>), a non-profit organization with 1,500 chapters and more than 75,000 members in seven countries. Likewise, July is National Corrective Posture Month. Your title on backpacking, gardening or exercise could be an excellent premium for the American Chiropractic Association (<http://www.amerchiro.org/>) during this period.

## **Leadership and Growth Concepts By Tom Hill**

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**Be a reader.** Approximately 1.4 million books are published each year. If you're



in the top 1% of adult readers, you're reading A BOOK A WEEK - and you're still getting way behind. Become an avid reader, learn to speed read ("eyeqadvantage") - real selectively. Turn off the TV and grow. One of the many benefits of being a voracious reader is that when you meet someone chances are greater that you will be conversant in things they are interested in. This may increase the chances of making a positive connection.

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

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Find out what language the audience speaks by learning the composition of the audience for each show on which you perform. Is it predominantly male or female? How old are they? What is the average level of education? What do they currently know about your topic and what do they need to know? If taped, when will your show air (for example, what will be the frame of mind of the listener or viewer)? The more you know about the people in your audience, the more you can impact them.



## **Nine Kinds of Sales Opportunities**

**By Brian Jud**

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A key challenge to growing your publishing firm is to find new paths to greater revenue by building upon your core strengths without making a radical shift in the way you currently do business.

There are ways in which you can build a steady flow of revenue and profits to help your business reach significant long-term value – as you expand your comfort zone. Here are nine strategies for increasing your sales, revenue and profits using existing (or sometimes new) content in current markets, growth markets and new, “Frontier” markets.

**[Go here to see the entire article](#)**

**Excerpt from *Write Your Book*  
*in A Flash -- The Paint-By-***



## **Legal Considerations Concerning Research**

Do not copy other people's work and pass it off as your own. That's called plagiarism. If people realize you are plagiarizing someone, you will lose their respect, and you could be sued. Here's what you can do legally and ethically. You can quote two or three lines of text as long as you attribute the information to the person. This is called the doctrine of fair use. Put the words in quotes, and list the person's name and where it was published. If you paraphrase the quote, you should still use the person's name. For example, —The Bureau of Labor Statistics showed unemployment dropped by 0.7 percent in April. If you aren't sure about whether to use material, consult an attorney who specializes in publishing.

## **Quoting Experts and Other Sources Makes You Look Good**

Interviews produce a lot of content and articulate the same things you are saying in different ways, bringing clarity. Besides, they bring credibility to your book and act as champions, said Luis Zorzella, one of the authors of *Revenue Growth Generation: Four Proven Strategies*.

## **Two Free Research Tools and Resources You Can Use**

The Internet offers many free tools you can use to find new material.

### **Google**

Google should be the starting point for your research and for your brainstorming. You can find anything you need to find by typing a word, phrase, or name.

Additionally, Google is a wonderful tool for brainstorming additional topics. I'll show you how to use Google's power in a way you might not have known. Let's

- Ads for service dog companies and how to register a service dog.
- Organic listings for service dog companies, articles about service dogs and sexual abuse survivors, a map of your local area that has service dog businesses, and articles about service dogs.
- At the bottom of the page, you'd see links for how to get a service dog, service dog sales, service dogs for PTSD, service dog types, and service dog laws.

This information is solid gold. You might get ideas you hadn't thought of, sources to review, people to interview, and sites to quote.

Also, don't limit your search to Google's first page. There's plenty of great material on the following pages, according to Joan Stewart, publisher of the *Publicity Hound* e-zine.

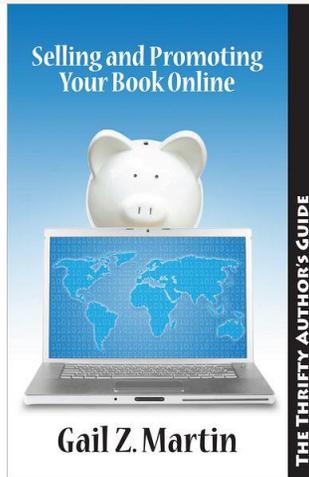
—I also look past page one of organic search results. You never know what you'll find buried on pages two and three,|| she says.

### **Wikipedia**

Wikipedia is the world's largest encyclopedia. Wikipedia gives you new insights. It has facts and figures to prove your points. However, some academics don't trust Wikipedia as a reliable source, because there is little control over the editorial review process. If you use Wikipedia for initial research, check other sources to ensure accuracy. You can start this process by going to the bottom of the Wikipedia page and clicking the source links used

say you are writing a book about service dogs. By searching Google, you'd find this information:

to write the article, and then digging deeper from there.



## Marketing Tip from Gail Z. Martin

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If you're paying someone to help build your site, show your designer your road map to avoid costly revisions later. If you're creating your own site, you might want to create a paper version (one sheet of paper for each web page) and ask a couple of friends to see if they can follow your road map to specific destinations without getting lost.

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

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"Thank you and APSS for all of your info and assistance with everything. Although, I haven't had a chance to take advantage of all of the services that this organization does provide for my company, I am so grateful to have all of these things already in place, when I am ready to take full advantage of the services available. And I am looking forward to many, many years of membership with this organization! APSS is the best, and I am very proud to be a member!"

Ms. R.T. Eastman-Hill

The logo consists of the word "you" in a large, lowercase, serif font, with "said it" in a smaller, lowercase, serif font below it. The "y" in "you" is particularly large and extends downwards.



## They Said It: Motivational Quotation

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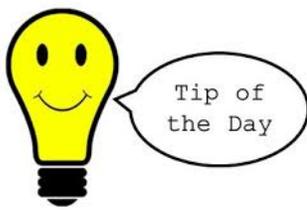
"If you stand on what you've accomplished, it gets in the way of what you still need to do. Stay focused on what's ahead."

Fortune

## APSS Tip You Can Use Today

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**Academic Markets**  
College and University Resources



Direct Mail Lists  
Government School Resources  
Homeschool Resources  
K-12 Public School Resources  
Measuring Reading Level  
Professional Publication Directory  
Study Software  
Wholesalers and Distributors to  
Academic 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)

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