

# 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 6 Number 500 March 14, 2022

## More Benefits and Savings for APSS Members

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



### 19 Years of Book-Marketing Information

This is the 500<sup>th</sup> consecutive issue of the *Book Marketing Matters* newsletter. Each issue was sent for free to tens of thousands of authors and publishers every two weeks for 19 years. All newsletters delivered practical tips for developing quality content, then pricing, promoting and distributing it profitably.

Other topics included finding potential non-bookstore buyers, making sales presentations and negotiating large-quantity, non-returnable sales. Top Ten lists on a variety of topics gave information, ideas and actions for building your sales, revenue and profits as your business grows. Guest columnists including expert printers, publicists, editors, publishers and more who added their expert knowledge to help you succeed. See past issues of *Book Marketing Matters* at <https://bit.ly/3GYTKBB>

## 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 hit the bull's-eye every time you shoot? If so, you are probably standing too close to the target. As comedian Woody Allen puts it, "If you're not failing every now and then it is a sign you are not doing anything innovative." Everyone has a risk muscle. You keep it in shape by trying new things. If you do not, it atrophies and may no longer be able to take chances. How can you exercise your risk muscle? One way is to sell your books to non-bookstore buyers.



Chameleon Marketing

## Tips for Marketing Strategy

### Try Chameleon Marketing.

Chameleons can change colors to fit in with their environment. You can change your marketing approach for each of your environments, too. Have a book on stress management? Show HR managers how to reduce employees' stress so they become more productive. Show parents how to reduce their children's (or their own) stress. Show the unemployed how to lower their stress levels and get a job more quickly. Do not change the content, but only the way you describe it. There is no one-size-fits-all marketing strategy.

## The Very Idea

When you get stuck in your book marketing, think about what others would do. What people do you respect for creative achievement? A leader in your field? A teacher? A parent? Now, consider them as your board of directors and imagine that these people are responsible for developing your concept. What would they do? How would they council you? How would they approach it? What would they not do? What innovative changes would they make?

## Answers to Your Questions About Non-Bookstore



## Tips for Planning Profitably

Your plan should integrate all the elements of a complete marketing mix into a strategic program to launch coordinated action.

Planning is a waste of time if the plan is simply filed away for months and then dusted off to serve as the basis for next year's plan.

For some people, the word plan conjures up images of precious time wasted around a table trying to predict the future so they can write a document that will be filed away until next year's planning session.

A marketing plan should be used -- not simply created -- setting positive, forward action into motion.

Plan your work and work your plan



## Marketing

---

**"I have a qualified list of prospective buyers. Is the next step to negotiate the sale?" Nicholas Murphy**

Now that you have found lists of suspects, qualified them as prospects and prioritized them in the order in which you will contact them, there is still more to do before you start convincing people to buy your books. Negotiation occurs over a typical series of stages, beginning with doing more homework.

- 1) Learn more about the companies and the individuals in each who will make or influence the decisions. You cannot negotiate with prospects that might buy 10,000 copies of your book without adequate preparation
- 2) Learn and practice basic selling techniques and make your initial call.
- 3) Create your proposal and make your presentation
- 4) Finally, negotiate terms that create a win/win sale



## Leadership and Growth Concepts By Tom Hill

---



If you are part of a mastermind group, we would, at a minimum, want you know this about your members: Where are they? Where do they want to go? Your group is "how" you are going to

**6 Year Vision:** an experience in which a personage, thing, or event appears vividly or credibly to the mind, although not actually present, often under the influence of a divine or other agency: a heavenly messenger appearing in a vision.

**3 Year Strategy:** a method, or series of maneuvers or stratagems, for obtaining a specific goal or result

**18-month Plan:** a specific project with a definite purpose

**90-day Action items:** something done or performed

**Daily Task List:** a definite piece of work assigned to, falling to, or expected of a person; duty.

get there - FASTER! Here is a basic framework to think about:

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

---



You are the expert on the topic under discussion. That is why you were asked to be on the show. Translate your message so the audience can understand what you are saying. Make simple, direct answers that are understandable to the lowest common denominator. Be natural, friendly and informative. Smile to show you enjoy the experience.

“A good guest is one who speaks clearly about the subject, gets the point across in less words, not more.”

Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*



## **Are You Your Worst Book-Marketing Problem?** **By Brian Jud**

---

The biggest obstacles to book-selling success can be the authors or publishers themselves. Emotions such as fear, doubt, regret, and frustration, which are typical when trying something new, can too easily stall or destroy an effort to make large-quantity sales to non-bookstore buyers.

People struggle to manage self-imposed hurdles like these when it comes to making the leap from thinking about what you want to do and actually doing it. As Erma Bombeck said, “It takes a lot of courage to show your dream to someone else.”

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

**Excerpt from *Write Your Book in A Flash -- The Paint-By-Numbers System to Write the Book of Your Dreams—Fast!* By Dan Janal**

---

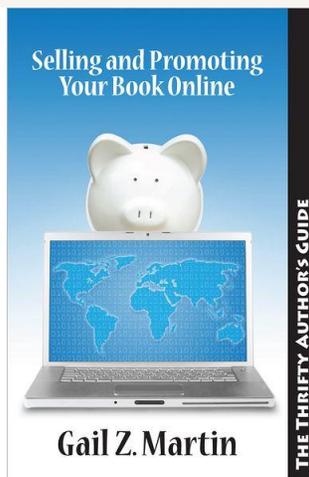
**See Dan on Zoom on March 19 from 10:30 am – 11:30 am ET. His topic is: *Write Your Book in a***

## Flash.

Many would-be authors are scared away by myths and misconceptions about writing a book. In this session, you'll discover how to overcome seven stumbling blocks that could be holding you back from writing your book. And you'll find three keys to write your book in a flash! Dan Janal helps heart-centered professionals and conscious-capitalism business owners write books they can be proud of. He's an intuitive and insightful book coach, developmental editor and ghostwriter.



He shapes stories and strategies that can transform a career or a business. No matter where you are in the book-writing process, Dan can help. Dan has written more than a dozen books that have been translated into six languages. As an award-winning newspaper reporter, he's interviewed President Gerald Ford and First Lady Barbara Bush. He lives with his wife and two cats in Shorewood, Minnesota. You can find free resources at Write Your Book in a Flash.com. The link to attend is <https://us02web.zoom.us/j/6762224705>



## Marketing Tip from Gail Z. Martin

Think of your book as the ice breaker for an ongoing conversation between the author and the reader. If the book has made an impact on the reader, it's only natural for him or her to want to continue the conversation, ask follow-up questions, or go deeper. That's why it's important for your site to give readers something they won't find anywhere else—extra value.

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

"As APSS's author of the month in July 2019, I received a half-hour phone consultation with Brian Jud. What a wealth of information he provided! My opportunities, suggested by Brian, for distributing my books outside of bookstores (online &

you  
said it

brick/mortar) will keep me busy for several months. I'm excited to explore these. I have been a member of APSS (APSS) since 2009 and have never hesitated to renew my membership. Brian always provides solid ideas for book distribution and author learning. I highly recommend this organization for all writers."

Cheryl Carpinello

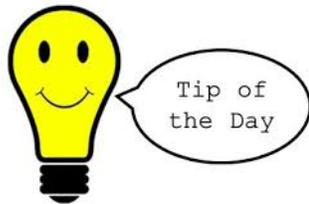


### **They Said It: Motivational Quotation**

---

"The mind is the limit. As long as the mind can envision something you can do it."

Arnold Schwarzenegger



### **APSS Tip You Can Use Today**

---

#### **Cataloging In Publication (CIP)**

**Resource:** You can apply for Cataloging in Publication (CIP) data at <http://cip.loc.gov/cip>

**International Standard Book Number (ISBN) Resource:** Purchase International Standard Book Numbers (ISBN) at [www.bowker.com](http://www.bowker.com). (Save with the APSS-Member discount)

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