

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
at two events and
save with the APSS
discount**

The APSS agreement with Association Book Exhibits offers two virtual display opportunities for APSS members. The price is \$60 per title per show (\$75 for non-members).

**Affairs Association, In-Person Meeting
on April 13-14. Registration Deadline:
Thursday, March 31, 2022**

The Urban Affairs Association as an organization linked to the commitment and engagement of researchers, policy analysts, policy advocates, academic programs, research centers, and public/nonprofit practitioners seeking to advance the well-being of residents, neighborhoods, cities, and their respective metropolitan regions across the globe.

**Latin American Studies Association -
May 5-8. Registration Deadline: Friday,
April 22, 2022**

The Latin American Studies Association (LASA) is the largest professional association in the world for individuals and institutions engaged in the study of Latin America. With over 13,000 members, over 60% of whom reside outside the United States, LASA is the one association that brings

LASA's mission is to foster intellectual discussion, research, and teaching on Latin America, the Caribbean, and its people throughout the Americas, promote the interests of its diverse membership, and encourage civic engagement through network building and public debate.

All titles would be listed in a "Titles on Display" ordering catalog listing full ordering information available at each exhibit.

For each title, please email the title, author, pub date, list price, ISBN and discounted price (if any) to brianjud@bookapss.org. APSS members can make the \$60 payment per title (\$75 for non-members) with Paypal account brianjud@bookapss.org or contact brianjud@bookapss.org for other payment arrangements.

Not an APSS member? To join or to learn more about APSS go to <http://pro.bookapss.org/join-application>

To Your Success,
Brian Jud
Executive Director of APSS
(www.bookapss.org)
BrianJud@bookapss.org

together experts on Latin America from all disciplines and diverse occupational endeavors, across the globe.

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



Tips for Marketing Strategy

Manipulating the four functions of marketing (product development, distribution, pricing and promotion) 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 existing material and a new image (action plan) is formed. Manipulate your marketing programs until you feel comfortable with a given plan, and then take action. As you proceed, new information will be added to the mix and you will need to re-evaluate your direction and progress. Each turn of

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

The three major criteria for selling real estate are location, location, location. Three major criteria for selling books are location, location, location. Have your books available where your buyers shop (airport stores, supermarkets, bookstores on association websites, catalogs, schools, military exchanges, etc.).



Tips for Planning Profitably

The key to moving ahead constructively is not just in planning but also in implementing your plan effectively, strategically, creatively and passionately. Work your plan.

Like the revving engine of a car stuck in traffic, you can be busy working without moving ahead.

Do the activities you planned, and do them enthusiastically.

Focus on creating a strategic marketing plan for your title at least six months prior to its publication date. Outline the tactics you will

your marketing kaleidoscope will give you additional actions, bringing you closer to your ultimate long-term objectives.

perform, and establish completion dates for each.

Planning gives you clarity and focus. Clarity is the ability to analyze all the possible opportunities and focus is the capacity to concentrate on one that will benefit you the most.

Continuous improvement is a necessity, but it must always be guided by strategic direction.

The Very Idea

Bigger is not always better. Your book does not have to be hundreds of pages long for you to cover your topic effectively.

Similarly, your literature and press releases should be only long enough to describe the benefits of your content adequately. Form follows function. Your answers to questions during your media performances should be brief and to the point. Your presentations to prospective buyers do not have to be flashy or long – just professional and to the point. Be concise. Make every word count.



Answers to Your Questions About Non-Bookstore Marketing

" I sent a direct-mail letter and it didn't work. How to improve it?"
Zaccary Julietto

Direct marketing is too often implemented simply by purchasing a mailing list and then sending an existing brochure to the people on it. Unless you first prepare a tactical plan, including a way to evaluate your relative success, you will probably end up wasting money and becoming disillusioned in the potential effectiveness of a strategic mail-order campaign.

Your plan can be a simple document that describes the benefits of your title for a



particular market niche and how you will entice people to purchase your books. It should outline the actions you intend to take in six key areas: 1) the books you sell, 2) the target market, 3) the special offer you are making, 4) the format, 5) the ways in which you will test and 6) how you evaluate your implementation.

Leadership and Growth Concepts

By Tom Hill



To understand human behavior, it is important to understand sequence: (1) thoughts develop first, then (2) feelings (feelings create the adrenalin needed for behavior), and then (3) behavior.

Thoughts, feelings, action; it is a simple sequence. The thoughts prepare (or pack) the human automobile; the feelings provide the gas; the behavior is the resulting movement of the car.

You're on The Air

Tips for Getting On and Performing on TV and Radio Shows

When appearing on television, use makeup to hide or accentuate certain physical features. Most women use makeup regularly and feel comfortable wearing it. If you are not familiar or comfortable with makeup, get assistance from your spouse, media trainer or from a sales representative at a local theatrical or cosmetic shop. Learn how to apply it yourself because in most cases there will not be a professional on staff to do it for you.

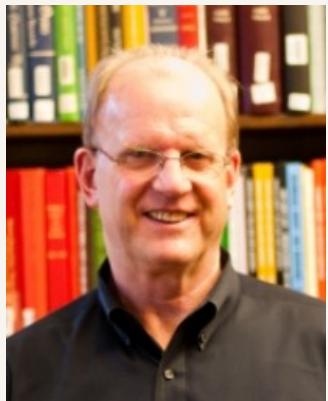


"If you know you look good, you'll be more confident." Suzi Reynolds, Media Trainer

Use makeup with a water-base foundation to keep your skin from becoming oily under the hot lights. If your makeup irritates you, there are non-allergenic brands available.

As you choose your lipstick and blusher, remember the studio lights give off a blue cast making dark blue appear black and reds look redder. After the show, remove your makeup with soap and water.

The lights will dry out your skin, so use a moisturizer to replace normal body oil.



How to Find More Buyers By Brian Jud

When I ask authors to describe their target readers the most frequent response is “everybody who likes (their topic).” It is difficult, time consuming and expensive to market to *everybody*. Defining your primary target readers and buyers is a basic, required task for selling books. But if you limit your marketing to those people you are significantly limiting your sales and revenue.

[Read the complete 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

Story Arc Format: The How-To Format

The how-to format is a useful story arc. Henri Junttila, author of *Writing Blog Posts Readers Love*, describes this technique:



- Introduction (story if possible)
- What (define the concept)
- Why (why learn this)
- How (how to apply the information)
- What if (objection)
- Mistakes (blunders to avoid)
- Example (from my life or a made-up example)
- Takeaway
- Action steps

Marketing Tip from Gail Z. Martin

You can actually make money on every sale generated by the link on your website even if the sales occur through Amazon or another online retailer by signing up for an “affiliate program.” An

Selling and Promoting
Your Book Online



Gail Z. Martin

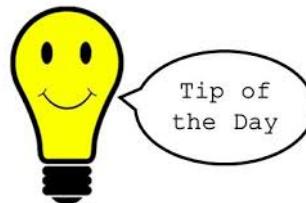
THE THRIFTY AUTHOR'S GUIDE

affiliate program essentially pays you a commission (on top of your usual royalties) when you send buyers to the partner site. You can sign up directly with big retailers to be their affiliate, or you can use a one-stop site like CommissionJunction.com to centralize your affiliate relationships in one place. Just remember that you'll need to report any affiliate commissions as income when tax season rolls around!

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

“APSS conducted a dynamic conference with dynamic, knowledgeable speakers. It was an enlightening eye-opener. I never realized there were so many different ways to approach book selling.”

Jeanne Rogers



They Said It: Motivational Quotation

“Hope is not the conviction that something will turn our well, but the certainty the something makes sense regardless of how it turns out.”
Vaclav Havel

APSS Tip You Can Use Today

Fathom automatically generates & syncs call notes to all the right places in your CRM: <https://fathom.video/invite/TE-SQg>

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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