

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 this event and
save with the APSS
discount**

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

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

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

Sales presentations that work include a



story. Carmine Gallo (in the “Costco Connection”) has six storytelling rules: 1) Don’t tell a boring story. 2) Do tell a story with a clearly defined villain (could be your prospect’s problem). 3) Don’t pretend you’ve never had to struggle. 4) Do embrace your past and the experiences that define you. 5) Don’t end the story in the middle. 6) Do provide a happy ending (your product as the solution.).



Tips for Marketing Strategy

Inventor and engineer Elon Musk has successfully started four billion-dollar companies: PayPal, Solar City, SpaceX, and Tesla. To launch them — and to answer any complex question — he used the same approach each time, he told *Rolling Stone* reporter Neil Strauss. It's "the scientific method," Musk said. "It's really helpful for figuring out the tricky things." He describes his process this way, according to Strauss:

1. Ask a question.
2. Gather as much evidence as possible about it.
3. Develop axioms based on the evidence and try to assign a probability of truth to each one.
4. Draw a conclusion based on cogency in order to determine: Are these axioms correct, are they relevant, do they necessarily lead to this conclusion, and with what



Tips for Planning Profitably

The goal of any plan is a list of practical actions that lead to the attainment of your objectives.

Your plan should identify the most promising business opportunities.

Planning organizes and directs your thinking and actions to best exploit available opportunities.

Your plan should clarify your goals and the procedures you will use to move toward them efficiently.

Planning coordinates and unifies your efforts to make your budget more efficient.

Planning helps you gain perspective on your business so you can look back to see how far you have come.

As a title matures, finding new markets can breathe life (and profits) into flat sales.

A marketing plan is a document that

probability?

5. Attempt to disprove the conclusion. Seek refutation from others to further help break your conclusion.

6. If nobody can invalidate your conclusion, then you're probably right, but you're not certainly right.

Musk utilizes this approach any time he needs to come up with an idea, solve a problem, or decide to start a business. He values this kind of evidence-based decision making, and criticized individuals who cannot separate fact from fiction

outlines the ways in which your marketing activities may be implemented to reach your company's goals.

The publishing marketplace is like an iceberg. There are visible opportunities, making it easier to chart an appropriate course. But there are many obstacles and hazards that remain unseen, potentially perilous for those who proceed unsuspectingly.

If you ignore or fail to anticipate and deal with hidden threats to your business's survival, your firm may go under.

The Very Idea

Innovation does not have to involve creating an entirely new product or service. It could be a refinement or improvement in marketing to an existing or new segment. Or, it could entail repurposing an existing product, service or activity in a new way. An example would be selling your front- and backlist books to buyers in corporations, associations and/or non-bookstore retailers.



Answers to Your Questions About Non-Bookstore Marketing

I am conducting signings at nearby bookstores, but not selling many books. Do you have some tips to help?" Warren Rosso

Hi Warren: Authors do not have to suffer through lonely signings at bookstores. You can hold events that promote their topic of interest -- events such as demonstrations, workshops, readings or in-home parties -- and sell more books.

Have fun conducting business at these events. Jehan Clements is a storyteller, musician, author/illustrator, and inventor. He does not



Shirley Webb does much the same thing as the author of *Tales From the Keeper of The Myths*, containing Native American stories for children. According to Shirley, "My half-hour story sessions take the students back in time using their imaginations and five senses. Dressed in traditional

simply read his two children's books, *Alfred the Ant* and *The Banana That Ate New York* in schools, he *performs* them. He dresses as Alfred and the infamous banana, turning the tales into humorous environmental stories. Jehan says, "While performing for the children, I demonstrate my invention to the teachers. It is my very own, do it yourself *Storytelling Flip-Over Picture Book*." This device allows the teacher to keep the illustrations in full view of the children while maintaining unobstructed access to the words.

Kamilla Reid, author of *The Questory of Root Karbunkulus: Item One: Mist* proves how creative an author can be. While watching an episode of CBS's *Amazing Race*, Reid formulated the idea of children racing in a hunt for magical items. In addition to a highly interactive website and video trailer, she was interviewed on several local and national media outlets. When selling her books, she takes her signings to a whole other level: dressed in costume, she *performs* dramatic readings from her text, complete with sets and special effects.

Native American regalia and with traditional Native American music playing in the background, I read a story from my book."

If you have published a non-fiction niche book, holding a book signing at a related store can work out very well, often better than at traditional bookstores. Nick Russell (www.gypsyjournal.net) concurs, "I have self-published five books on RV travel, and have had good results with book signings at RV dealerships, RV supply stores, and RV campgrounds."

Leadership and Growth Concepts By Tom Hill



Kimo Krogfoss, a philosophy professor living in Hawaii, came up with these rules for living.

1. Tell the truth -- there's less to remember.
2. Speak softly and wear a loud shirt.
3. Goals are deceptive -- the un-aimed arrow never misses.
4. He who dies with the most toys -- still dies.
5. Age is relative -- when you are over-the-hill, you pick up speed.
6. There are two ways to be rich -- make more or desire less.
7. Beauty is internal -- looks mean nothing.
8. No rain -- no rainbows.
9. Never judge a day by the weather.
10. The best things in life aren't things.

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



As the time approaches for your segment, someone will take you to the studio and direct you to your seat. You will be shown how to use the microphone if you do not know how. If you have questions about any procedures or equipment, ask them at this point.

It is always important to make a good impression because it may affect the way the host works with you during the interview. These hints will help you create the right image:

- When the host arrives, relax, shake hands confidently and smile. Ask, "What can I do to help you make this a great show?" This makes you a co-host and demonstrates your confidence and flexibility.
- Describe the major points you want to address, and point out the list of questions you have prepared (bring an extra copy of your list with you).
- Decide who will say your toll-free number and when.
- Tell the host how you want to be described on the air, for example, as author, publisher, consultant.
- Ask how you can weave any local interest into your conversation.
- Ask about the timing of the breaks and how long each will last.



How Consumers Really Use Online Review

A recent article in the *Wall Street Journal* listed several tips to maximize your results from good reviews and respond appropriately to not-so-good reviews online.

[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**



A checklist is a list of items you want readers to perform or a reminder of tasks to do. The boxes on a checklist add another interesting visual element. Readers get a sense of accomplishment when they mark off each completed item. You also can use checklists to promote your book in the form of handouts, bookmarks, and lead magnets.

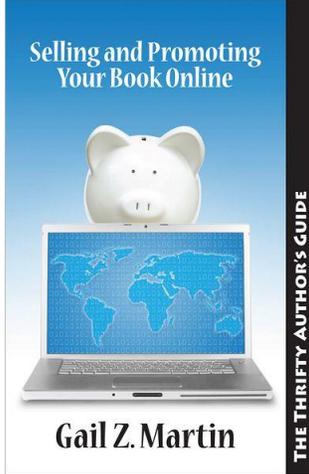
Here is a checklist to write your book. I use this as a free offer, or a lead magnet, to get prospects to join my sales pipeline, so they can learn about this book and my services for book coaching, developmental editing, and ghostwriting. You can use an open circle or a blank box in front of each item, so people can check off their accomplishments.

- Write executive summary
- Write back-cover copy
- Write Fool-Proof Positioning Statement
- Create title with a strong promise
- Write table of contents chapter themes (chapters 1–10)
- Outline each chapter with DESCRIBERS
- Research
- Write and edit the first draft
- Get feedback from peers and beta readers
- Revise
- Send the first draft to editor
- Publish the book
- Market the book

Ask yourself:

- Is it presented in order?
- Have you covered the important highlights?
- Did you cover each topic in enough depth?
- Did you include too much information that might bore readers?

You can download and print a copy of this checklist at
<http://www.WriteYourBookInAFlash.com/worksheets/>



Video is an important addition to your website because it helps visitors feel as if they've met you in person. It can transport you from simple words on a page to being a real, live person. That helps readers, reporters and event promoters to get a better sense of the "real you."

Excerpted from *The Thrifty Author's Guide to Selling and Promoting Your Book Online*

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

"One of the most informative webinars I've attended lately. I learned more in an hour from APSS than I have in six years of using FB. Thank you."

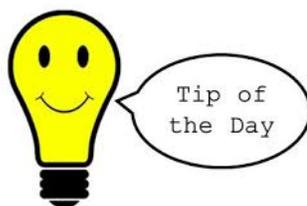
Doug Haines

you
said it



They Said It: Motivational Quotation

[The publishers] wanted some kind of book that lands on the best-seller list again and again. They didn't understand that it doesn't have to be a Rosemary Rogers or a Danielle Steel. It has to be more 'Gone With The Wind.' Alexandra Ripley, US novelist



APSS Tip You Can Use Today

Discover "Seven Secrets to Selling Books" at <https://bit.ly/3Ko6jZb>

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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