

# 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](#))



### Non-Bookstore marketing "... is so do-able." Here is an example

"I believe persistence is crucial to the long game of writing, publishing, and marketing. Quick story: Last year, Rebekah and I watched the videos on our early morning walk (yes, as we were walking), the only time we had for watching and discussing them.

I remember the example of the shoe store chain, the children's books, the punch cards, and the slogan that said something to the effect of, "We'll take care of your child from their head to their toes." I stopped in the middle of the sidewalk, looked at Rebekah, and said, "This is so do-able. This really is do-able." I didn't mean we would replicate that program. But for the first time, the concept of special sales felt very approachable."

Denise M. Baran-Unland

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



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

Do you shy away from taking a risk, or do you consider it an adventure? It depends on your definition. The word "risk" has roots in the Italian word *rischiare*, meaning, "to dare." Strike the right balance between risk and reward. Alberto Salazar, 3-time winner of the NY City Marathon said, "I had as many doubts as anyone. Standing on the starting line we are all cowards." Dare to sell to non-bookstore buyers.



## Tips for Marketing Strategy

Direct marketing is too often implemented simply by purchasing a mailing list and then sending an existing brochure. Unless you first prepare a plan, including a way to evaluate your relative success, you may end up wasting money and becoming disillusioned in the potential effectiveness of a strategic direct mail campaign. Your plan can be a simple document that outlines the actions you intend to take in six key areas. These areas are the books/products you offer, the target market, the special offer you are proposing, the format you present and the ways in which you test and evaluate your costs.

**Editor's note:** See the column below -- "Answers to Your Questions About Non-Bookstore Marketing" -- for more information about direct marketing)



## Tips for Planning Profitably

Planning helps you foresee many possible threats and then chart alternative courses should they actually surface.

A plan should be an action device, a tool that directs your activity for a specific time period so you do not go off into uncharted waters.

Create a unique, customized plan for each title, market and circumstance and do not automatically market every new title simply because that is the way you always did it.

When your book is finally released, the real work of sustaining its momentum begins. However, the publishing process is more rewarding and productive if it begins well enough in advance, building steadily upon a strong foundation of strategic planning and effort.

You can win head-on competitive battles by taking the time to create alternative actions, implement those that make the most sense, evaluate your progress and make necessary changes. That, in a nutshell, is planning.



## The Ecopreneurship Guide for Future Green Business Leaders

By Ted James  
[ted@tedknowsmoney.com](mailto:ted@tedknowsmoney.com)

If you dream of being an

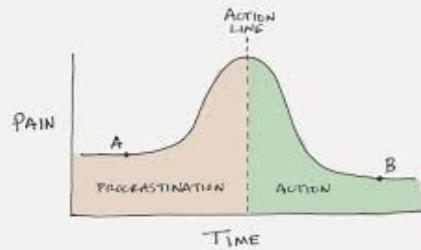
entrepreneur, you need a plan to get your business off the ground. Like many companies, you may have an interest in sustainability. Knowing how to be an ecopreneur can bring value to your startup.

[Read the entire article here](#)

## The Very Idea

An article in the *Wall Street Journal* lists five steps to help you stop procrastinating:

1. Break a long-term project down into specific, concrete sub-goals. State the exact start time and how long that you plan to work on the task
2. Just get started. A long list of tasks, or each immediate step that needs to be completed, can be overwhelming.
3. Remind yourself that completing a task now helps you in the future. Putting off the task won't make it more enjoyable.
4. Set up mini-delays, or "microcosts," that make the stalling behavior harder. A separate log-in for computer games makes them less tempting.
5. Reward yourself not only for completing the entire project but also the sub-goals



## Answers to Your Questions About Non-Bookstore Marketing

"Do you have any tips for making my direct-marketing efforts more effective?" Natasha Sarlo

Direct marketing is a targeted weapon that can help you sell more books, test new titles and generate sales leads. When you have market segments with limited, identifiable groups of people who are potential customers for your books, direct mail may be the most effective and efficient



- When marketing books to retailers your objective is to get customers to come to their stores. In mail-order marketing you go directly to the customer's home or

marketing tool you can use to reach them. It gives you control of the timing, delivery and content of your promotion, a pre-determined fixed cost and the means to forecast and measure the return on your marketing investment.

Mail-order marketing comes in various forms: classified advertisements offering books for sale; the dentist who sends a reminder for your annual cleaning; the retail store that sends an invitation to a special "customer only" sale; businesses that sell their products directly to the end user, perhaps with a coupon for a book, or an offer to "collect all ten of our products and get a free book" (such as Ken Dwight's, *Bug-Free Computing*) in a letter mailed to computer owners with children. Before you begin a mail-order program to sell your books, consider these five tips:

business using your literature as your salesperson.

- Know your potential customers and specialize in selling books with content of interest to them. Your books should be unique and not readily available at retail outlets.
- Always think about the next order. Have follow-up products that get readers to buy again.
- Be persistent. It takes time to build a list base of people who continue to purchase from you.
- Do not conduct a national campaign without first testing your lists, offer, timing and the quality of your sales literature.

## Leadership and Growth Concepts By Tom Hill



There are ways we can become better leaders. One simple step is to take time to remind yourself of how blessed you are. Take some time to write down what you're grateful for - name one to three things you're grateful for every night. This will help you think more positively. Gratitude is known to be a really powerful tool that can help you appreciate the things you take for granted. It's so easy to focus on the negative in your day and forget or dismiss the positive. By calling attention to the good, you can change how your mind works.

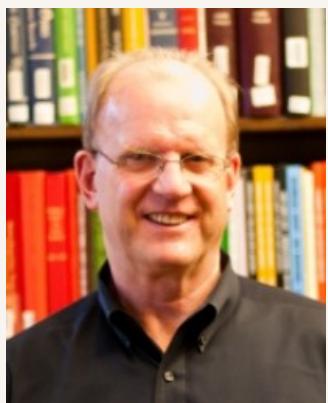
## You're on The Air Tips for Getting On and Performing on TV and Radio Shows

When you are on the air, charm the audience while



communicating important information. And you may have to do it in three minutes, perhaps while the host is asking you questions that have nothing to do with your book. Reaching your goals under these conditions requires you to blend your understanding of the audience, knowledge of your topic, diplomacy and training to create a polished, effective performance. You can do this if you know the answers to these questions:

- Given a limited time on the air, what are the major points you want to impress upon the audience? Since you will participate in shows of varying lengths, decide in advance how many points you can communicate reasonably in different time periods.
- What information is important to each audience? Your presentation will change, depending upon the composition of the audience.
- How can you make the transition from an irrelevant question (How is the weather where you are?) to your message without offending the host?



## Misunderstood Marketing

By Brian Jud

One of the most misused words in the publishing business is marketing. Some people think selling is marketing, but it is not. Others think publishing is marketing, but it is not. Marketing is a distinct business philosophy that, if understood and applied properly, can help your business become more profitable.

[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**

Testimonials are a necessity. They offer proof your service or product actually works, says Kevin Donlin, author of *Marketing Multipliers: 11 Simple Tools*

to Grow Your Business. —And, just like Krugerrands, you can never have too many.||

How do you get more great testimonials? Do three simple things: listen, write, and ask. Specifically:

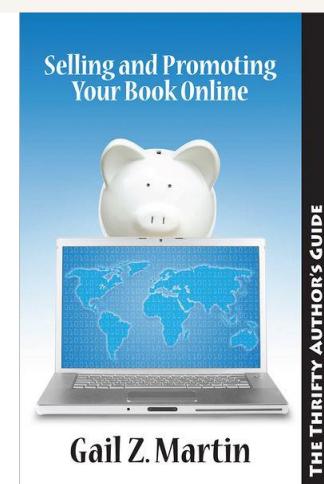
1. Listen for signs your clients love what you do. Any time a client says anything nice about you, your ears should perk up like a dog hearing the UPS truck. This is your cue to...
2. Write what your client said, word for word, as best you can. Then...
3. Ask if you can use their comments in your marketing materials. Send an email like this:



Contact. FirstName~, thanks for saying that. I really appreciate it. Would you be willing to let me use your comments, with your name and company, on my website and other marketing materials? It would mean a lot to me. And it would tell others what to expect when doing business with me.

Nine times out of 10, your client will agree. Email their comments to them for confirmation, along with this note, which often prompts them to add more to their testimonial:

Contact. FirstName, thanks again for agreeing to let me use your comments about my business. Below is what I think I heard you say on the phone today. Would you please add to or subtract from it until it says exactly what you want it to say, then send it back to me? Thank you!



## Marketing Tip from Gail Z. Martin

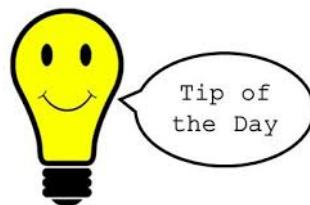
“SEO” stands for Search Engine Optimization. SEO helps your website get noticed by search engines, like Google, to make it easier for interested people to find your site. SEO is really important because it connects your site to topic words (called “keywords”) that a person might use to search for information on a topic when he or she doesn’t know a book, author, expert or site to look for specifically. Having “good SEO” enables people to find you online

more easily and to buy your book, even if they don't know anything about you.

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

"The APSS Southern California Book Selling University offered information, examples, and discussion about sources and unique ways to sell to retail and non-retail buyers... we were inspired to put into action many ideas for selling our books beyond the bookstore and more profitably."

Flora Morris Brown, PhD



### They Said It: Motivational Quotation

"Don't just stand there, make something happen."

Lee Iacocca

### APSS Tip You Can Use Today

There are 16,536 public libraries (including branches) in the US – more than there are McDonald's restaurants. Find links and contact info for them at <http://www.publiclibraries.com/> And there are other kinds of libraries, such as school, religious, hospital, law, etc. How many are potential buyers of your books?

For copies of all the previous issues of *Book Marketing Matters* visit  
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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)

**you  
said it**

[www.bookmarketingworks.com](http://www.bookmarketingworks.com)  
[BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)  
(860) 675-1344