

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

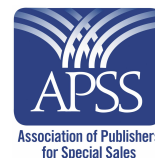
(The Association of Publishers for Special Sales - [Join Now](#))

APSS has an agreement with Combined Book Exhibits to display your books before thousands of librarians at LibLearnX 2023. **This was formerly American Library Assn Midwinter conference.** You also get the U.S. Book Show for free! **The deadline is January 6, 2023.**

LibLearnX is an educational experience and brings together thousands of librarians and library staff, educators, authors, publishers, friends of libraries, trustees, special guests, and exhibitors. It was designed to emphasize active and applied learning, networking opportunities for library professionals, and a celebration of the positive impact that libraries have on society.

The U.S. Book Show is the biggest online gathering of the publishing industry. Conceived and formed by Publishers Weekly in 2021, the U.S. Book Show serves the global bookselling and book publishing industry with top notch programming and robust online exhibits halls, providing the best backdrop for building buzz around books and connecting the publishing community. The inaugural 2021 conference brought in 6,000+ registrants from North America and beyond representing 49 U.S. states and 36 countries.

Display your book(s) at two shows for one price (LibLearnX and the US Book Show)



Your book(s) is displayed face out, visible to all attendees

- The display company creates a catalog listing full contact information and it is handed out to potential rights buyers. You can also provide your own order forms/ promotional materials.
- The exhibit is staffed by experienced representatives tasked with the responsibility of selling the rights for each book.

The deadline is January 6 to display at LibLearnX AND the US Book Show:

- Print Book Display (per title, per show) - \$140
- Ebook Display (per title, per show) - \$140
- Print/Ebook Combo (per title, per show) - \$200
- Full Page Advertising in CBE Exhibit Catalog (per catalog) - \$350

Register at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS ORDER NUMBER) and

save!

To Your Success,
Brian Jud
Executive Director, 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

Most of us are probably using this time for writing our business plan for 2023. The words you use to describe your new goals are important. If you were asked to glue something to a wall you would search for a tube of glue and do it. But what if you are asked to fasten something to a wall? You might also think of tape, tacks, nails, Velcro, push pins, etc. Apply this to your publishing business as you update your 2022 marketing plan for next year.

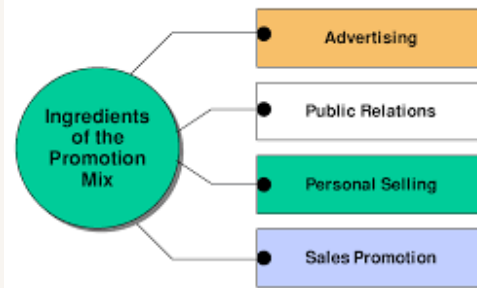
Write your goals differently to find new ways to reach them. A goal to “Sell Xo,000 books by December 31, 2023” places your focus on selling books. If you say, “Reach net revenue of \$Xoo,000” you expand your definition to focus on content and different paths to it. Then rephrase your goal as a question: “In how many ways can we reach net revenue of \$Xoo,000?” This expands your focus to think of multiple ways to attain it.



Tips for Marketing Strategy

Ask yourself two questions, the answers to which could make you more successful next year. First, “Wouldn’t it be great if next year I ...?” The second is, “But I can’t because ...” For example, “Wouldn’t it be great if I could sell Xoo,ooo books in large, non-returnable quantities? But I can’t because I don’t know how.” The answer to the first question sets your objective and the answer to the second points out the obstacle(s) to overcome so you reach your goal.

Elements of the Promotion Mix



Tips for Better Promotion

When selling to the buyer at a retail operation you could demonstrate that your superior promotional plan would bring more people into their stores, increasing their inventory turns and profitability.

An appeal to profitability would not entice a librarian to purchase your book, nor would it persuade a college instructor to buy it as a textbook.

Match the appropriate benefit to each prospective customer’s reason for wanting to own it.

The Very Idea

As you are revising your marketing plans for next year, rephrase your new goal as a question: “In how many ways can we reach net revenue of \$Xoo,ooo?” As you place more attention on increasing revenue instead of selling books, you extend your focus to think of multiple ways to make more money.

This could be by selling your content in a book, booklet, ebook or in a seminar. If you change the operative word from “reach” to “*expand*” or “*grow*” you could expand your product line, pool of authors, other markets, new users or new uses for your content. You could grow revenue through corporate sales, selling to



associations, generating recurring revenue, consulting and/or speaking.

Answers to Your Questions About Non-Bookstore Marketing

Many authors do not conduct marketing actions before their book is published. Here are a few things you can do before and after publication:

There are many marketing actions you can take before your book is published. Here are some ideas to get you started:

www.bookapss.org/PrePubTimeLine.pdf

Here is a checklist you can use of book-marketing actions you can take after your book is published:

www.bookapss.org/PostLaunchChecklist.pdf



Sheridan Confidential: Success Stories from Our Employees – Part 3

By Laura Baker



Our success stories continue! In part 3 of the series, Jenn Baker of Sheridan Pennsylvania shares... Jenn Baker is the Production Control Manager at Sheridan Pennsylvania's Digital Department. Jenn processes all work coming into the Digital Department, including Print on Demand and initial print orders. She also creates the shift schedules and assists other departments with questions about digital work.

[Read more here](#)

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

Before your segment begins, a sound check will be



conducted and the audio controls will be adjusted accordingly. However, your general apprehension might make you feel less sure of yourself, and your voice may become progressively louder or softer. If this occurs, the host will mention it during a break. Or, if time is short, you may see the host or producer alerting you via hand signals to adjust your volume.

- One or both hands, with palm(s) up, in upward motion means speak more loudly, or more quickly.
- One or both hands, with palm(s) down, in a downward motion means speak softer, or more slowly.

I want people who are animated, with a loud voice but not screaming, articulate but not pompous.
(Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*)



Avoid the Plandemic of 2023

By Brian Jud

There is a marketing adage that says, “If you fail to plan you plan to fail.” Unfortunately, most authors and publishers fail to plan. For example, when asked to define their target market their response is, “Everybody.” When questioned on how they plan to market to *everybody*, their reply is to get into Barnes and Noble and then get active on social media. In other words, they plan to fail and open themselves to acquiring the inevitable plandemic.

The good news is that there is a way to prevent this affliction from occurring. Here are specific actions you can take to immunize yourself and avoid developing the plandemic - or cure it if you are already stricken.

[Read the entire 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

Adding Color with Stories

Your outline provides the sturdy bones

that hold your book in place. DESCRIBERS provide the muscles holding bones together. Stories are the skin that brings your message to life.

Your background might not include storytelling as a means of communication. Or you might come from a world of numbers (e.g., charts and graphs), or a world of commands (e.g., dos and don'ts) or a world of processes (e.g., do this first; do that second). Those are fine ways of communicating in certain situations. And certain people learn by certain methods, so you should definitely use these instructional methods at the right time.

However, I strongly suggest you use stories as well because:

- People like to read stories.
- Readers are moved by stories.
- Stories persuade people.
- People remember stories.

Let's pretend you want to convince people to use chainsaws properly. You could admonish them to use tools carefully. You could cite statistics showing the number of deaths and accidents chainsaws cause. Will they follow your advice based on your logic? Maybe. Maybe not. They come across so many facts and figures every day.

But long after they have forgotten facts and figures, they'll remember this true story my bookkeeper told me:



—My neighbor went to church one Sunday, but her husband said he was going to stay home. He wanted to trim tree branches. When she came home, she didn't see her husband in the house. She went to the back yard and found him dead on the ground with blood all around him. His chainsaw had bucked and sliced off his leg. He bled out before the ambulance could arrive. My advice to you is: You don't have to be an expert in everything. Hire a professional. Your life might depend on it.

Now do you think your readers will pay more attention to your step-by-step instructions?

That's the power of a story—power you can't get from statistics or facts alone.

Stories teach, demonstrate, convince, warn, gain trust, show your personality, build rapport, and add humor.

Stories don't have to be long. The chainsaw story contained about 100 words. Yet it had a beginning, middle, and an end. It also made a point. Your stories should have a moral, prove a point, or teach a lesson. In this case, the lesson was: —Hire a professional. Your life might depend on it. The moral of your story could be your sales message or your call to action.

By Diana Urban



 Share This Email

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If you're publishing a sequel, whether it's the second book in a duology or a later-in-series book, its launch is a chance to capitalize on the success of the previous book(s). You'll already have a built-in fan base eager for more, but you need to make sure they're aware a sequel is getting published and when it's launching — plus, you'll want to hook new readers as well.

So what are some ways authors are successfully promoting their sequels or later-series books? To help you gain as much momentum as possible for your latest installment, we've compiled a list of promo ideas. We hope this helps you create an effective sequel marketing plan!

[Read More Here](#)

[You Said It: A Member's Comment on APSS Benefits](#)

you
said it

"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 feet." 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."

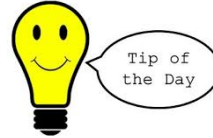
Denise M. Baran-Unland

[They Said It:](#)

Motivational Quotation



“It’s not the hours you put in your work that counts. It’s the work you put in your hours.”
Sam Ewing



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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