

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 book(s) at the Beijing Book Fair – **DEADLINE today**

APSS has an agreement with Combined Book Exhibit (CBE) to display your book(s) at major book fairs around the world. Now you can show your book(s) to attendees at the Beijing Book Fair (Jun 15 - 18, 2023) – one of the largest book fairs in the world.

Attendees can purchase your books on the spot. Tens of thousands of potential buyers attend this show – and your book(s) will be accessible to all of them. And you do not even have to be there!

Every Chinese child is required to learn English when they enter school which puts English language content in high demand. The Beijing Book Fair is attended by over 30,000 people each year. In attendance are publishers, distributors, literary agents, consumers, digital media companies, film and production companies and bookstores.

- Your book(s) is displayed face out, visible to all attendees
- CBE creates a catalog listing full contact information and it is handed out to potential rights buyers. You can also provide your



Association of Publishers
for Special Sales

- Print Book Display (per title, per show) - \$165
- Ebook Display (per title, per show) - \$165
- Print/Ebook Combo (per title, per show) - \$200
- Full Page Advertising in CBE Exhibit Catalog (per catalog) - \$350

The DEADLINE to register for Beijing is TODAY, May 8, and you can register at <http://tinyurl.com/y7bpzgl> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

And consider your display at the US Book Show, Plus a FREE Display at New York Library Assn - May 23 - 25, 2023. (**Registration Deadline: May 15, 2023**) No display copies required

own order forms/ promotional materials.

(Virtual Only)

(<http://tinyurl.com/y7bpzgld>)

- The exhibit is staffed by experienced representatives tasked with the responsibility of selling the rights for each book.

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



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

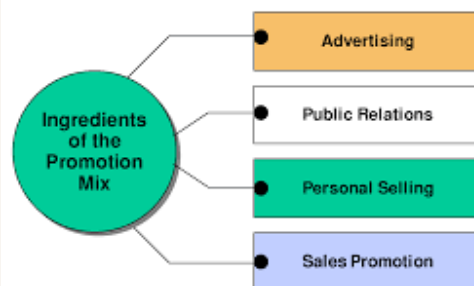
“When buyers don’t know the true value of the products they’re looking for, they rely on existing information (promotion) to guide them. But when they can figure out the value for a product on their own, they ignore promotion.” Derek Thompson The lesson for authors and publishers? People can easily compare prices in bookstores or on the Internet. But if you demonstrate the value of your content to the non-retail buyers, you do not compete on price and you can sell more profitably.



Tips for Marketing Strategy

A few years ago Lego’s product line was comprised of 12,000 unique bricks. They could not deliver popular

Elements of the Promotion Mix



Tips for Better Promotion

In most cases you have no control over what is printed in a review or article about your book. You may gain *some* control over how your story is told because in many cases the media

sets because one brick out of 500 was unavailable. For that and other reasons Lego was on the brink of bankruptcy. They changed their product strategy and reduced the number of unique bricks. They also began to innovate around the ways the fewer bricks were combined in sets. The efforts paid off in profitability and growth.

The lesson for book publishers? Do not focus on publishing more books, but on selling more books to increase sales, revenue and profits. Here are three things you can do. First, analyze your acquisition strategy so you acquire content that is based on a market need. Second, evaluate your ROPE (Return On Promotional Expenditures). Are you spending your promo dollars wisely with the right message sent to the right prospects at the right time? Third, find non-retail buyers in corporations who can buy in large, non-returnable quantities.

The Very Idea

TED (Technology, Entertainment, Design) talks are well-known idea-stimulating events. CEO Chris Anderson expanded the service to counteract flat revenue growth. He is conducting corporate conferences that look like the originals. He created customized talks for Marriott guests to watch in their hotel rooms. He is teaching public-speaking courses, and more (Fortune).

Book publishers can mimic this revenue-building strategy by expanding beyond their core business. Show buyers in corporations, associations, schools, the military and government agencies how they can use your book as a promotional item, using your content to help them increase sales, motivate employees, attract new members, etc. In doing so you

use the copy in your releases verbatim for their articles.

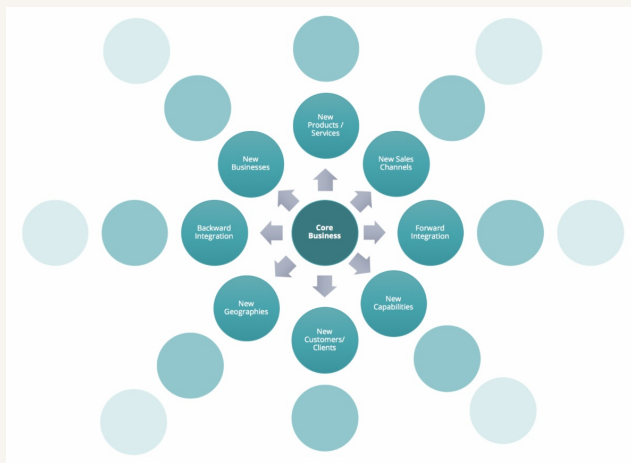
Plan non-traditional publicity programs that will stimulate as much attention as possible.

Develop a list of radio shows suited to the topic of each title here:

www.radio-locator.com

Once your books are being printed and your distribution is in place, send your publicity to the media.

People in the media are not interested in helping you sell books. They are concerned with increasing their circulation and ratings by informing their readers, viewers or listeners about topics of importance to them.



can grow your sales, revenue and profits. APSS (www.bookapss.org) can help.

[Answers to Your Questions About Non-Bookstore Marketing](#)

"I have a good feel for marketing segmentation, so I am ready to start, right?" Sage Wimbish

Not so fast, Sage. Focus on people rather than on markets. It has been said the good doctors treat people, and mediocre doctors treat diseases. Adapting this to special-sales marketing, successful publishers market to people and average publishers market to niches. We talk about selling books to schools, or to the military or to corporations and sometimes forget it is the people in each of these to whom we are marketing. People buy books for their own reasons. People use books for their own purposes. Find out what those are and market to them.



[A Few Marketing Strategies to Promote Your Books And Reach Your Target Audience Effectively](#)

[By Mitchell Davis](#)



2. Arielle Ford: Arielle is a well-known book publicist who has represented numerous bestselling authors, including Deepak Chopra, Marianne Williamson, and Wayne Dyer. She is also the author of "The Soulmate Secret" and "Turn Your Mate Into Your Soulmate."

3. Kima Jones: Kima is the founder of Jack Jones Literary Arts, a publicity company that focuses on promoting works by underrepresented authors. Kima has worked with award-winning authors such as Carmen Maria Machado, Roxane Gay, and Claudia Rankine.

Question to Mitchell: "Who are the leading book publicists and how are you ranking them?"

As an AI language model, I don't have real-time data on current book publicists, but I can share some notable publicists that have been recognized as leading professionals in the field up until 2021. The rankings of these publicists are subjective and often based on factors such as their experience, client list, success stories, and industry reputation.

Some leading book publicists include:

1. Lissa Warren: Lissa has a long career in book publicity and has worked with prominent authors such as Mitch Albom, Mary Higgins Clark, and Deepak Chopra. She has held high-level positions at Da Capo Press and Hachette Book Group.

4. Smith Publicity: Founded by Dan Smith, Smith Publicity is a leading book publicity agency with a strong track record in promoting books across various genres. The company has worked with authors like James Patterson, Nicholas Sparks, and Cheryl Strayed.

5. Julie Schoerke: Julie is the founder of JKS Communications, a literary publicity agency that has represented authors such as Brené Brown and Garth Stein. JKS Communications is known for its strategic and creative approach to book marketing.

These rankings are based on a combination of factors, including their experience in the industry, the success of their past campaigns, their client list, and their reputation among authors and publishing professionals. It is important to remember that the best publicist for a particular book or author depends on the specific goals and needs of the project, so researching and interviewing potential publicists is essential.

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

Succeed through planned spontaneity. Your success on the air depends upon your ability to make a brief, yet smooth, transition from an irrelevant question (from your perspective) to one of your agenda items, making it relevant to the audience and not offensive to your host. Then once you make the transition, give an example to demonstrate your point. Concise, seemingly spontaneous illustrations, particularly those germane to the audience, can make your presentation more personable and convincing. People like to hear examples to which they can relate.





By Brian Jud

Publishers want to increase sales with new books and new ways to market them. Yet in practice they wait for authors to submit manuscripts and then sell the published books through bookstores and online. The quest for innovation is lost to habit and tradition.

It doesn't have to (and shouldn't) be that way. There is a reliable, systematic process for developing new, different and more successful ways to publish profitably and simultaneously grow your business. The objective is to close the growth gap -- the area between where you are now and where you want to be. There are four basic steps in this process.

[Read More 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](#)

How Long Should Each Chapter Be?

That depends on what you want to say. A six-by-nine-inch book that is between 165 and 200 pages could have about 40,000 to 50,000 words in total. A big business card book could have 20,000 words and about 150 pages. Divide those numbers by 10 chapters to get an approximate word count per chapter.

This advice is not set in stone. It is a guide to help you. It is a recipe that will work. But like any recipe, you could add a few of your ingredients to make a wonderful book that satisfies your soul and meets your readers' needs.



[What Is The New Media Landscape For Authors?](#)

By Brian Feinblum

Writers live in an interesting time.



There are more news media outlets than ever before, but each one, on average, has fewer viewers/leaders/listeners than was the case at the turn of this century. Authors must understand that getting media exposure for their book is both easier and harder than before.

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First, in order to understand today's media/landscape, let's define what it looks like. Today's media that is available to authors consists of:

[Read More Here](#)

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



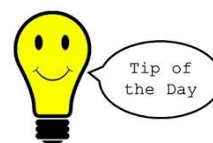
APSS Member Major Daughter (Anna Mhlambi) sold 2000 copies of her book, *Prophetic Word Bank*, to prisoners. According to her, "Your life is what it is today because of words spoken to you, in years past, by yourself or someone else who was responsible for you. But *The Prophetic Word Bank: Every War Starts with Words*, by Major Daughter, will assist you to change that. You can turn the darkest moments of your life into major victories. Have you allowed your dreams to die because someone has told you that you are not good enough? Don't give up hope – because you can turn your life around." She credits the information she has learned from APSS programs



[They Said It: Motivational Quotation](#)

"Creativity is not the finding of a thing, but the making something out of it after it is found."

James Russell Lowell



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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