

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 American Library Assoc Annual Conference

As the world's largest library event, the ALA Annual Conference & Exhibition brings together thousands of librarians and library staff, educators, authors, publishers, friends of libraries, trustees, special guests, and exhibitors. ALA Annual offers educational programming; important announcements and updates; relevant legislation and policies; and discussions that majorly impact libraries, their roles, and their ongoing transformation.

- Educational programming, created and curated by library professionals
- News You Can Use Sessions with updates that highlight new research, innovations, and advances in libraries
- The Library Marketplace with innovative and informed exhibitors, LIVE Stages, ARCs, and more
- Fun and entertaining networking opportunities to share and connect with peers, and more

Registration Deadline: May 31, 2023



Association of Publishers
for Special Sales

Also, register for these 2023 Book fairs scheduled to take place physically (<http://tinyurl.com/y7bpzgld>)

- Frankfurt International Book Fair, October 18b - 20 / Deadline September 18
- American Association of School Librarians, October 19 -21 / Deadline September 25
- New York Library Association, November 3-6 / Deadline October 11
- Sharjah International Book Fair (UAE), November 1-12 / Deadline October 9
- National Council Teachers of English, November 19-21 / Deadline October 27
- Guadalajara International Book Fair, November 24 - December 3 / Deadline October 17

Not an APSS member? Go here to see all the benefits of an APSS member: <https://pro.bookapss.org/join-application>

See how much money you can save with your APSS membership number. Register here:

<http://tinyurl.com/y7bpzgd>

- 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

To Your Success,
Brian Jud
Executive Director, APSS
BrianJud@bookapss.org
(860) 985-5908

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



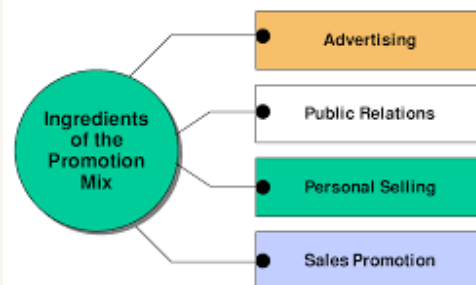
Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

When selling your books to a corporate buyer, consider the nature and purpose of your visual sales presentation. First, ask yourself, “Is the information conceptual or data-driven?” This identifies the basis for your presentation. Next ask, “Am I declaring something or exploring something?” This elicits what you are going to do: either communicate information (“Here is how my content can solve your problem...”) or try to figure something out (“What if we...”).



[Tips for Marketing Strategy](#)

Elements of the Promotion Mix



[Tips for Better Promotion](#)

When pitching producers and editors,

When networking, understand that “people are more likely to remember encounters that are emotionally charged.” Instead of starting with “I just got back from vacation,” use an opening line that sparks pleasure such as, “Do you have any exciting plans for this summer?” Another example is, “What was the highlight of your day?” (*Wall Street Journal*) These questions also put the focus on the other person – usually their favorite subject.

The Very Idea

“Never send off any piece of writing the moment it is finished. Take on something else. Go back to it a month later and reread it. Examine each sentence and ask, ‘Does this say precisely what I meant? Is it capable of misunderstanding? Have I used a cliché where I could have invented a new and therefore asserting and memorable form? Have I repeated myself and wobbled around the point when I could have fixed the whole thing in six rightly chosen words? Am I using words in their basic meaning or in a loose plebian way?’ ... The English language is incomparably rich and can convey every thought accurately and elegantly. The better the writing the less abstruse it is.” Evelyn Waugh on Writing, *The Wall Street Journal* These tips apply to a sales proposal, too.

your first objective is to get their attention with a provocative headline that quickly points out why your information will be of interest to a large percentage of their readers, viewers or listeners.

Add all the potential viewers and listeners and multiply that by one-half of one percent to calculate an aggressive estimate of the number of books you might sell after a media performance.

Book sales following media events pre-suppose that the performance was good and that your books are available to the audience.



Answers to Your Questions About Non-Bookstore Marketing

"What is an inexpensive way to find potential non-bookstore buyers?" Virginia Allan

One technique for finding buyers is time consuming, but not expensive and may lead to unsought opportunities. In this alternative you scour the Internet for the names of people to contact and the ways in which to reach them. Once you find one candidate, continue searching with an open mind for other opportunities as they present themselves.

If your book were about Sasquatch, you might logically start by perusing the website using the search argument "Sasquatch Association." One of the top results could be the Winnipeg River Sasquatch Association.



This site opens doors to many different opportunities. Not only is there a bookstore on it, there are Sasquatch FAQs, networking opportunities, reports and many more helpful sections. The links to similar sites lead you to other sites with even more marketing openings. As you uncover new definitions, begin new searches on those terms.

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

[By Mitchell Davis](#)



Question to Mitchell:
"What are the leading YouTube channels about getting reviews?"

* PolandBananasBOOKS: A YouTube channel run by Christine Riccio, featuring book reviews, author interviews, and

* BooksandLala: A YouTube channel run by Kayla, featuring book reviews, recommendations, and reading vlogs. Website: <https://www.youtube.com/user/booksandpieces> | Twitter: @booksandlala

* PeruseProject: A YouTube channel run by Regan, featuring book hauls, reviews, and reading wrap-ups. Website: <https://www.youtube.com/user/PeruseProject> | Twitter: @peruseproject

* Ariel Bissett: A YouTube channel run by Ariel Bissett, featuring book discussions, reviews, and writing content. Website: <https://www.youtube.com/user/ArielBissett> | Twitter: @ArielBissett

bookish content. Website:
<https://www.youtube.com/user/polandbananasBOOKS> |
Twitter: @xtineMAY

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



You can use your telephone to tape radio shows or perform live, from any place in which there is a good connection, no background noise and where you can talk uninterrupted for the length of the show. Telephone interviews provide inexpensive exposure because the producer will call you, typically. You may be asked to call the station or asked to pay for the privilege of being a guest, but this happens rarely. In such cases, before agreeing to perform weigh the benefits of exposure on the show versus the cost.

"I don't think a tour always works. I don't think it always makes sense to make that kind of investment. There is a lot you can do from home that doesn't cost as much as a tour. One of the things I discovered that turned out to be the most productive was simply doing telephone interviews from my own home."

Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*



[To Sell More Books, Think Like Warren Buffett](#)

[By Brian Jud](#)

How can people invest their book-marketing time, money and skills most effectively? I wanted to find the most complete and accurate answer, so I decided to consult a higher power: Warren Buffett. After all, Mr. Buffett is the ultimate value investor. I know the Oracle of Omaha is not a book marketer, but some of his investment strategies are remarkably applicable to book marketing—even if he never intended the connection. The book, *The Warren Buffett Book of Investing Wisdom*, edited by Robert L. Bloch, lists many

Buffettisms about investing. Here are some that seemed remarkably applicable to investing in book marketing.

[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](#)

The Hotel Room Test

If I locked you in a hotel room for a week, could you write your book off the top of your head? Would you have enough ideas, examples, stories, and other evidence to write the first draft? Or would you scratch your head after a few hours and admit to yourself that you need to talk to other people and read other sources to finish your draft?

Maybe yes, if your book is based on your personal experiences and insights.

If you are a true thought leader, you might have all the information in your head. Those ideas can flow from your brain to your fingers to the computer. I want to relieve you of a terrible burden shared by many authors. They think they need to know it all when they start writing their books. Not true.



You can get additional information in many ways. In fact, getting additional sources helps prove your points because readers will see other people support your ideas. Good authors want to cite other sources and find out what they don't know.



[How Writers Can Connect With Writers](#)

By Brian Feinblum

Writers need all of the help, support, and resources they can find. There is one place they may have overlooked: other writers.

Writers can and should help each other. Sure, you compete against one another for sales, reviews, and love. But the world is big enough for more than one author to exist or be

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successful. Do not forget to seek out and embrace fellow writers.

[Read More Here](#)

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

you
said it

“I want to let you know that I sold 1,300 copies of my children's book to the Ready Readers nonprofit in St. Louis. The organization distributed the book to the St. Louis Public School District teachers. Woohoo! APSS was a big help to me in 2022. I'll check in again when I write the second book with the help of Tamara Dever. I'll never forget the advice I heard. How do you sell your first book? Write the second book.”

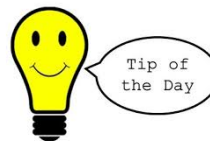
Linda Mitchell



[They Said It: Motivational Quotation](#)

“There are too many “good enough” books published by unknown authors every year for one to become a bonafide hit. Quality is a necessary but not sufficient attribute for success. What makes the difference? Exposure. People choose the familiar over the unknown.”

Derek Thompson



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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

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

Book Marketing Works. LLC
Box 715, Avon, CT 06001
www.bookmarketingworks.com
BrianJud@bookmarketing.com
(860) 985-5908

Small Publishers Association of North America (SPAN) | PO Box 715, Avon, CT 06001-0715

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