

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 Association of Jewish Libraries virtual annual conference (Deadline June 6)

The Association of Jewish Libraries (AJL) is the leading authority on Judaic librarianship. AJL is an international, professional organization that fosters access to information and research in all forms of media relating to all things Jewish.

AJL members include librarians, scholars, educators, archivists, authors, and library advocates working in academic and research institutions, archives, synagogues, day schools, and Jewish community centers as well as public schools and libraries serving Jewish communities.

Cost to Display: \$60 per title for APSS members (or \$75 for non-members)
Registration **Deadline: June 6**

For each title, please email the title, author, pub date, ISBN, link to the book description, list price and discounted price (if any) to brianjud@bookapss.org. APSS members can make the \$60 payment per title (or \$75 for non-members) with Paypal account brianjud@bookapss.org or contact brianjud@bookapss.org for



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>

other payment arrangements.

The display company will need a cover image for the catalog, and you will receive the address to which to send it.

To Your Success,
Brian Jud
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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

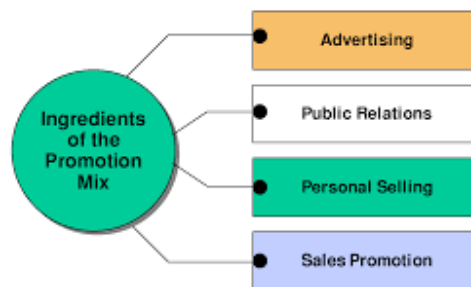
Over two thousand years ago, Greek writer and philosopher Aristotle said, “First, have a definite, clear, practical ideal; a goal, an objective. Second, have the necessary means to achieve your ends: wisdom, money, materials, and methods. Third, adjust all your means to that end.” This advice holds true today, too.



Tips for Marketing Strategy

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).

Elements of the Promotion Mix



Tips for Better Promotion

Getting publicity is not the objective. Getting sales from publicity *is*. Here are other objectives.

Increase your visibility and name recognition.

Increase the credibility and acceptance of your advertising.

Gain more mileage out of an existing campaign.

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

Extend a limited communication budget.

Communicate with distributor sales reps, customers.

Build confidence in distribution channels that you are marketing your book.

Educate a target audience.

Create or change your company's identity.

Test new markets.

Publicize events and attract more prospective buyers.

Improve trade-show effectiveness.

Explain mergers and acquisitions.

Reposition a product.

Enter new markets.

The Very Idea

The *Wall Street Journal* excerpted from a speech that former president Ted Roosevelt delivered in 1910. I thought it applied to us as authors today, too:

“It is not the critic who counts; not the person who points out how the strong person stumbles, or where the doer of deeds could have done them better. The credit belongs to the person who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasm, the great devotions; who spends himself in a worthy cause; who at the best knows in the



end the triumph of high achievement and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat..."

Answers to Your Questions About Non-Bookstore Marketing

"Any tips for sending a direct mail package" Darla Thompson

Hi Darla. Yes. I do have some advice for you. There are two general groups of people to whom you could mail your package: customers and prospects. In either case, if you mail to an outdated list, your results will be unsatisfactory. When mailing to any list, make sure it is cleaned (obsolete names removed) regularly. Not all mailing lists are created equally. Some contain recipients by name, others by title.

Organize your list of customers according to their purchasing history. Those who normally purchase a few of your titles may be interested in the remainder of your line if they had a pleasant experience dealing with you in the past.



Segment your customer list by those who have purchased recently, those who purchase frequently and by the dollar value of their orders. Each group could be receptive to different repurchase incentives. You might inquire of those who have not purchased for a long time to find out why.

When you purchase a list, it is usually for onetime use. Do not attempt to use it twice, since most are *seeded* with the name and address of people who monitor how many letters they receive from you. If they receive multiple mailings from you, you can be charged for another use of the list and perhaps excluded from buying it again.

A Few Marketing Strategies to Promote Your Books And Reach Your Target Audience Effectively

By Mitchell Davis

4. *The Washington Post*: A newspaper with a dedicated book review section, featuring reviews, author interviews, and literary



Question to Mitchell: (last issue: "What are the leading YouTube channels about getting reviews?")

Today: How about continuing with mainstream book reviewers at newspapers and magazines and how to best contact them?

Mainstream book reviewers at newspapers and magazines play a crucial role in the literary world. They often receive numerous pitches from publicists and authors, so it's essential to stand out and make your pitch relevant and concise. Here's a list of some prominent book reviewers and publications, along with suggestions on how to best contact them:

1. *The New York Times Book Review*: One of the most influential book review sections in the United States, featuring reviews, essays, and author interviews. Submit review copies and press releases to the editors at books@nytimes.com.

2. *The Los Angeles Times*: A prominent newspaper featuring a dedicated book review section, with reviews and literary news. Submit review copies and press releases to the book editor at books@latimes.com.

news. Submit review copies and press releases to the book editor at bookworld@washpost.com.

5. *The Wall Street Journal*: A newspaper with a book review section that focuses on non-fiction, business, and literary fiction. Submit review copies and press releases to the book editor at books@wsj.com.

6. *The Chicago Tribune*: A newspaper with a dedicated book review section, featuring reviews, author interviews, and literary news. Submit review copies and press releases to the book editor at ctc-books@chicagotribune.com.

7. *The Boston Globe*: A newspaper with a book review section that focuses on fiction, non-fiction, and local authors. Submit review copies and press releases to the book editor at books@globe.com.

8. *The San Francisco Chronicle*: A newspaper with a book review section that covers fiction, non-fiction, and local authors. Submit review copies and press releases to the book editor at books@sfchronicle.com.

9. *The Times Literary Supplement (TLS)*: A UK-based literary magazine featuring book reviews, essays, and author interviews. Submit review copies and press releases to the book editor at editorial@the-tls.co.uk.

10. *Kirkus Reviews*: A book review publication that covers a wide range of genres and provides reviews for pre-publication books. Submit review copies and press releases through their website: <https://www.kirkusreviews.com/submit-book/>.

When contacting these reviewers and publications, make sure to follow their submission guidelines and provide essential information such as the book's title, author, publication date, publisher, genre, and a concise description of the book. Include a press release or a brief author bio, as well as any relevant accolades or endorsements. Remember that book reviewers and editors receive many submissions, so it's essential

3. *The Guardian*: A UK-based newspaper with an extensive book review section, covering a wide range of genres and subjects. Submit review copies and press releases to the book editor at books@theguardian.com.

to be patient and professional. If you don't hear back, consider following up after a few weeks. Keep in mind that not all books will be reviewed, but getting your book in front of these influential reviewers is a significant step in gaining exposure.

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



You may find yourself doing ten or more telephone interviews per week. This can feed your ego if you think about the millions of people around the country who will have heard you.

But one show in a city does not make a big impression, so do not get carried away thinking you are creating a national reputation. Telephone interviews are a good first step in that direction, but you need reach and frequency so people remember your title long enough to go out and buy your book. Here are several guidelines to make telephone interviews more effective:

As you agree upon the time and date with the producer, confirm your time zone. The producer may say he or she will call you at 3:00, but is that 3:00 p.m. your time or show time? Will he or she call you at the top of the hour or after the news is finished? The time spent waiting between 3:00 and 3:06 increases your nervousness and you will begin to question if you have the right day, and time, or if you were to call the studio at 3:00.

Have a specific area set aside for telephone interviews, one in which you can keep your notes, books and pad handy. Unplug nearby phones if they are on a different line. Close the door and place an "On The Air" sign on it to eliminate unintentional interruptions. Have fun with your radio interviews.

"Once I did an interview from the lobby of an inn in southern Maine when I was at a wedding."

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



[Four Simple, Free Ways to Sell More Books](#)

[By Brian Jud](#)

Most authors with whom I speak are frustrated with their inability to get distribution to bookstores or generate any significant book sales. If you are one of them, there are four things you can do immediately to open your gateway to success. They are simple to do, cost nothing and will demonstrate to everyone in the publishing industry that you are Category Five marketing force.

[Read the entire article](#) [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](#)

This material appears at the end of your book.

About the Author

You can write about your favorite subject—you! One or two pages is enough, even for a big business card book. In today's ultramarketing-centric world, you want to strategize what to write so readers want to take the next steps to work with you.

If your goal is to offer additional services to readers, include your business email address and website.

Consider adding your phone number if you want to talk to readers. Use a post office box instead of your home address to protect your privacy. If you have a publisher, don't use their address. They probably won't forward material to you reliably. You never know if they'll still be in business many years from now.



Bibliography

A bibliography list of sources for your book. You can include books, articles and links to online interviews, podcasts, websites, and resources. *The Chicago Manual of Style* explains the correct style.

Index

An index is an alphabetical list of names and subjects in the book. An index is a useful tool to help readers find information quickly. Many books today do not have indexes.



Your Book

By Brian Feinblum

here are scores, maybe hundreds, of ways to promote and market a book and author brand. Here are eight principles that always work for authors:

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

you
said it

“The APSS conference had lots of relevant, timely and specific information for writers and publishers. Very empowering!”

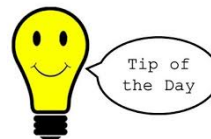
Ruth Crocker



[They Said It: Motivational Quotation](#)

"Be a little careful about your library. Do you foresee what you will do with it? Very little to be sure. But the real question is, *What it will do with you?*"

Ralph Waldo Emerson (1803 - 1882) US philosopher, poet, essayist



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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