

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 major 2023 shows in the U.S. and around the world -- and save hundreds of dollars with the APSS discount

APSS has an agreement with Combined Book Exhibit (CBE) to display your book(s) at major book fairs in the U.S. and around the world. Now you can show your book(s) to attendees at these shows – people who can purchase your books on the spot. Tens of thousands of potential buyers attend the shows – and your book(s) will be accessible to all of them. And you do not even have to be there!

Begin planning now to register for these 2023 book fairs scheduled to take place physically

(<http://tinyurl.com/y7bpzglD>)

- Frankfurt International Book Fair, October 18 - 20 (Deadline September 11)
- American Association of School Librarians, October 19 -21 (Deadline September 18)



Association of Publishers
for Special Sales

- Sharjah International Book Fair (UAE), November 1-12 (Deadline October 2)
- Guadalajara International Book Fair, November 24 - December 3 (Deadline October 10)
- National Council Teachers of English, November 19-21 (Deadline October 27)

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

To Your Success,
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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

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.

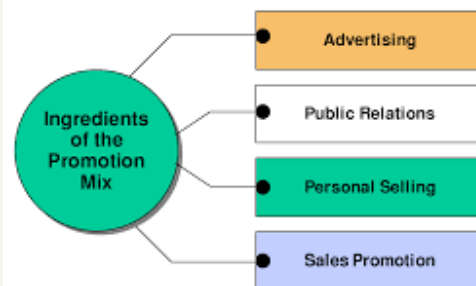


Tips for Marketing Strategy

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*).

Book publishers can mimic this

Elements of the Promotion Mix



Tips for Better Promotion

Most publishers define publicity as press releases and reviews. While these are important pieces of publicity, there is much more to it. Publicity includes:

- Major media appearances.
- Announcements of major contracts and sales.
- Participation in community activity.
- Celebrate a milestone, such as number of years in business.
- Tie in with National (Your Topic) Day, Week or Month.

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.

- Relate a case history on a topic important to your audience.
- Authoritative articles on industry issues or trends.
- Online articles to stimulate name recognition.
- Letters to the editor.
- Seminars.
- Speeches and personal presentations.
- Promoting an informative newsletter
- Announcing a contest.
- Event sponsorship.
- Significant awards received.
- Awards demonstrate peer respect and give you third-party credibility. They are also an excuse to send a press release.

[The Very Idea](#)

Three important concepts are fundamental to successful book marketing. Two are fairly obvious and you probably invoke them without even thinking.

First, the content and format of your promotional material should communicate the benefits your titles offer to the recipient of the message. A one-message-fits-all press release is doomed to failure.

The second axiom is that it is easier and less expensive to sell to existing customers than it is to find new ones since your acquisition and marketing costs are reduced.

The third maxim is less obvious, but equally crucial to successful promotion: the *timing* of the communication you send to people in your target segments. Timing can be as important as the content and target of your message.



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

Marketing

"I have exhibited at a few book shows with few sales. Do you still think that is a good strategy" Steven Edwards

Good question, Steven: Many first-time exhibitors believe it is necessary to sell enough books at each show to cover their costs of attending. Although sales are important, you will rarely sell enough books at a show to defray all your expenses. Orders received should not be your sole criterion for success because the true benefits accrue after the show is over.

Objectives for attending any book-industry exposition should include initiating contacts and performing other activities that will give you the best long-term return on your investment:

performing market research, discovering new ideas and trends for future titles, continuing your education, networking, socializing, stimulating publicity, creating national or international distribution and uncovering opportunities for special sales or foreign rights.

Determine exactly what it is you want to accomplish, and then decide how to make that happen.



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

By Mitchell Davis



Question to Mitchell: (last issue: "Can you give us a list of mainstream book reviewers at newspapers and magazines and how to best contact them?")

- Jenn (Instagram): A bookstagrammer known as Jenn's Book Vibes, featuring book reviews and lifestyle content.

Website:

<https://www.instagram.com/jennsbookvibes/>

- Celeste Ng (Twitter): An author and book influencer who often shares and discusses books. Website:

<http://www.celesteng.com> |

Twitter: @pronounced_ing

- Book of the Month (Instagram): A book subscription service with a strong online presence, often featuring books and author takeovers. Website:

<https://www.bookofthemoth.com> | Twitter: @bookofthemoth

Please note that not all influencers and

Today: "How about continuing with a list of social media influencers?"

- Emma Giordano (Instagram): A bookstagrammer sharing book reviews and recommendations. Website: <https://www.instagram.com/emmmabooks> | Twitter: @emmmabooks

platforms have dedicated websites or Twitter handles, and their focus, availability, and reach may have changed since my knowledge cutoff in 2021. It's essential to research and tailor your approach when contacting influencers to ensure it aligns with their interests and audience.

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. Here are several guidelines to make telephone interviews more effective (There are many tips, so we will list these in several issues of *Book Marketing Matters*.):

- * 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.
- * Do not use cellphones and do not ask the station to call you on a line with call waiting. That familiar clicking sound will interfere with the continuity of the show. Similarly, this is not the time to impress your friends by having them listen to you on an extension or speaker phone.
- * 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.

* Do not be concerned if the connection is not perfect. If the studio personnel cannot compensate for extraneous noise, they will call you back. However, if you find it difficult to hear, ask them to call you again. Otherwise, you will have to press the telephone tightly against your ear (causing discomfort) or ask the host to repeat questions.

* Nobody will say, “You’re on the air,” so always assume the microphone is hot (live). You can hear the change in sound when you go live, but do not take any chances. Speak only when spoken to and do all your voice exercises beforehand, not while you are on hold.

* Your host may want to give the audience the impression that you are in the studio. He or she may say, “Here with us today is Brian Jud, author of *How to Make Real Money Selling Books*.” Take the hint and do not make comments such as, “How’s the weather out there?” Most will say that you are out of town, connected by telephone, giving you more credibility as a busy, sought-after author.

To be continued...



Get Energy from Your Audience

By Brian Jud

Friend or Foe? I recently read a novel about Shakespeare, *Fools and Mortals*, by Bernard Cornwell. It included this paragraph about the audience for a play, but it struck me as relevant for today’s speakers, too:

“We are players, and we love an audience. Sometimes, if a play is going badly, it is easy to think of the audience as an enemy, but truly they are part of the play, because an audience changes the way we perform. We can rehearse a play for weeks, as we were doing with *Midsummer Night’s Dream*, but the moment when the playhouse is filled with people, so the play is transformed. There is a new nervousness, but also an energy. We often ran a whole play in the theatre without any audience, simply as a rehearsal, and often it would be dull and dreary, grown stale by too much rehearsal, yet next day, with two thousand people gaping at the stage, it would come alive.”

Excerpt from *Write Your Book*
in A Flash -- The Paint-By-
Numbers System to Write the Book of
Your Dreams—Fast!

By Dan Janal

Because I'm a marketing guy, as well as an author of more than ten books, I bring a unique perspective to writing a book. Rather than suggesting you do a –brain dump|| as other book coaches suggest, I offer a structured system approach to writing your book. The overall themes are: How can I get my best prospects to buy this book? What do they need to see in the book to convince them to buy it? How can I deliver so much value they absolutely *must* have it?

Here's an overview of the book-writing process. Start taking notes, and see how these steps fit into writing your book in a flash.



- Get focused. Write an executive summary, which is a short 400-word description of the book. Identify your ideal readers, and describe their main problem. Your book should provide an answer to that problem.
- Name it! Create a working title.
- Explain it to other people by creating a Fool-Proof Positioning Statement.
- Overcome limiting beliefs.
- Create ten chapter topics. These are your big ideas.



How & Why Authors Should Guest-Blog

By Brian Feinblum

Many authors would benefit from a successful blogging approach that involves them having a blog, having others guest-post on their blog, and them guest-posting on the blogs of others.

Let's explore these three areas further:

[Read More Here](#)

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

you said it

“I had no idea there were so many ways to market books. Through this (APSS) webinar, I became convinced that you definitely have access to oodles of information to help authors to sell.”

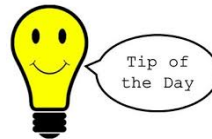
M. J. Andre



They Said It: Motivational Quotation

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”

Peter Drucker



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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