

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](#))

Conduct a mid-year evaluation to stay on track to reach your annual goals

We are at the halfway point of the year. Are you on track to reach your annual goals? If so, keep doing what you have been doing. If not, make some changes. How do you know which direction to take? Pretend you are a helicopter pilot.

When a helicopter is at rest, the dials on its dashboard are all askew with arrows pointing in different directions. But when that helicopter is flying straight and level, with no problems, all the arrows are pointing straight up. The pilot can glance at the instrument panel and quickly see if any dials are out of order, indicating that a problem exists. He or she immediately knows when something is wrong without wasting time evaluating which is working correctly.

You can apply this same concept to your publishing efforts by setting up a system that quickly points out where marketing problems exist. Once you know what the problem is you can determine its cause and take steps to solve it.



Association of Publishers
for Special Sales

One way to do that is to apply bracketology to your second half book marketing strategies, analyzing each of the four parts of a marketing mix: Promotion, Pricing, Distribution and Product Development.

These are all in one document suitable for editing here:
<https://bit.ly/3PQoDj8>

Complete the brackets as you would for the NCAA Final Four and at the same time your final marketing choices will set your marketing strategies and actions for the next six months.

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

Ideas for Selling to Non-Bookstore Buyers
By Guy Ahtzahn



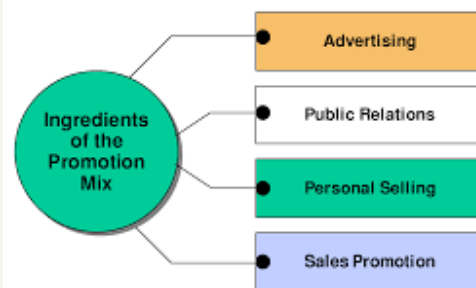
The concept of product placement functions as well in the publishing industry as it does in television shows and movies. If a generic product (soft drink, car) is named in your text, give it a brand name and contact that company (Coca-Cola, BMW) to sponsor your book. If a brand name is already mentioned in your book, the owner of that brand becomes a likely sales prospect. The capabilities of digital printing make it easy to change the name of the product if it is necessary to sell to a different buyer (Pepsi, Lexus).



Tips for Marketing Strategy

Books are valuable to non-retail buyers (in corporations, associations) for two reasons. First, the information in your book can help them improve, educate, or entertain their employees and/or customers in some way. Second, they can purchase books inexpensively in relation to their perceived value. People generally hold books in high esteem and are reluctant to throw them away. They keep books, giving them long shelf lives in customers' homes, schools, libraries, and offices. In the best case, this will stimulate positive word-of-mouth advertising, leading to more sales for you and your clients.

Elements of the Promotion Mix



Tips for Better Promotion

Involve the reader in your press releases by using verbal play. Use a sequence of words or sounds that provoke repetition through its rhythm or alliteration.

Keep it to one page; three or four paragraphs.

Describe an event in a summary fashion; gives the reader the who, what, where, when, why and how of the story.

Focus on the news and/or benefit value of the book, not on its contents.

Use quotations from others rather than boast about yourself.

Speak the language of the intended audience.

Attach a personal note to important

editors.

Emphasize the local angle for local papers.

If you include a photo, make it an active photo relating to your story/book rather than just a head shot.

The Very Idea

When selling to non-retail buyers, the starting place for your negotiations is the information that your book provides. If a prospective buyer decides that your content has value, then you settle on the form in which the content will be disseminated. This may be as a book, ebook, booklet, workshop, consult, audio book, or other form. Even if you do choose a printed book as the final form, it can still be customized by changing its size, reducing its paper weight to lower shipping costs, creating a custom version using the client's product as the hero of the story, changing the binding to meet a specific function, or many other options.



Answers to Your Questions About Non-Bookstore Marketing

"A potential buyer asked me to send him a proposal. What is that?"
Brandy Appleton

Brandy, congratulations on getting a prospective buyer interested in what you have to offer. When they say, "Send me a proposal," they are asking for a summary of what you discussed, confirming your price and terms. This may be used as a delaying tactic, or they may be truly interested in what you have to say. Since you do not know for sure, give them a written proposal and then follow up.



Objective. Define the goal of implementing your proposal. What specifically is it that you and the prospect expect to achieve together by using your books as a premium, ad specialty or motivational device? Be clear, but not too specific, in terms of setting goals that are not clearly measurable,

A selling proposal is a tool to put in writing everything you have already discussed. It reminds prospects of all the reasons they liked your idea in the first place, summarizes your proposal, presents your pricing and then makes it easy for them to make a favorable decision. This is not the time to bring up any new information, terms or conditions that “raise a red flag.” You are dealing with experienced buyers who expect to see a professional presentation. If you use the information below you can meet or exceed their standards and appear as an expert. Give them more than they expect, and all they need to make their decision.

Your proposal is the heart of your proposition, detailing what you offer, why, when, how and at what price. Everything you have presented to this point was simply a recitation of facts setting the stage for making your case. Now you get the chance to become the champion, the solution to the problems the buyers have declared to be unsolvable. Make your presentation in the form of a mini marketing plan ready for immediate implementation. The sequence is important and should be divided it into these three sections:

such as “improvement in attitude.” Do not bring in new information, but simply repeat what the buyers set as their objectives during your earlier conversations.

Strategies. Once you have summarized the desired outcome to which you have previously agreed, tell how your proposal can help make that occur. Concentrate on doing the right thing, i.e., make the numbers arbitrary. Focus on *how* the numbers will be achieved, i.e., describe your plan for reaching the goal rather than the figures themselves. Demonstrate the value you bring to the table. Center attention on results and achievements

Tactics. What will you specifically do to achieve the objective? What actions do you expect the buyers to take? What specifically do you propose they do with your books? How will you assist?

A Few Marketing Strategies to Promote Your Book and Reach Your Target Audience Effectively

By Mitchell Davis



6. How can I connect with book clubs and other reading groups?
7. How can I get my book reviewed by Amazon customers and Goodreads members?
8. Should I consider hiring a book publicist or publicity firm, and what should I look for when selecting one?
9. What are some budget-friendly book promotion ideas for self-published or indie authors?

Are there any specific questions people ask when talking about this general topic of "Getting Publicity for My Book"?

Yes, there are several common questions people ask when discussing the topic of "Getting Publicity for My Book." Some of these questions include:

1. How do I create an effective book press release?
2. What are the key elements of a successful book marketing plan?
3. How do I build an author platform and establish my brand?
4. How can I leverage social media to promote my book?
5. What are the best ways to pitch my book to bookstores, libraries, and other venues for book signings and events?

10. How can I maximize the impact of my book launch event or virtual book tour?

11. How do I submit my book for literary awards and other recognitions?

12. Are there specific techniques for promoting different book genres or targeting niche audiences?

13. How do I build and grow my email list to engage with readers and promote future books?

These questions address various aspects of book publicity, from creating a marketing plan to leveraging various channels and techniques to promote your book effectively. Each author's journey will be unique, so it's essential to research and learn from others' experiences, adapt successful strategies to your specific needs, and continually refine your approach as you gain more insights.

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

What should you wear when appearing on a television show?

“For women, wear what you’re used to wearing. Put on the same makeup as you always do. Nothing garish, but something you would normally wear as street makeup. For men, powder your face, just a little to cover a receding hairline and tone your face down so you won’t be shiny.”

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

In addition...

Lose or gain weight if necessary. Closeup images can make you appear heavier than you are.

Have your hair cut to your specifications two weeks before your appearance. Get that manicure you have always wanted. Shave and trim any facial hair



(including your eyebrows to help prevent shadows forming around your eyes). Men should carry an electric shaver with them to touch up their beard late in the day.

Sleep well the night before so your eyes do not appear bloodshot.

Choose clothes that will not distract from your message. People should pay attention to what you say, not what you are wearing. Visually communicate and reinforce one message: you are a credible source of interesting and important information for the people in your target market.



Do You Have the Write Stuff? by Brian Jud

Becoming a success (as you define it) in book publishing is more an art than a science. You can learn all the right things to do, but the application of those actions is different for every situation, person, book and target segment. One key to moving continuously in the right direction on your path is to have a strong belief in yourself. In other words, become DEAR to yourself: Discover, Empower, Accept and Respect yourself.

[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

Legal Considerations Concerning Research

Do not copy other people's work and pass it off as your own. That's called plagiarism. If people realize you are plagiarizing someone, you will lose their respect, and you could be sued.

Here's what you can do legally and ethically. You can quote two or three lines of text as long as you attribute the information to the person. This is called the doctrine of fair use. Put the words in quotes, and list the person's name and where it was published. If you paraphrase the quote, you should still use the person's name. For example, –The Bureau of Labor

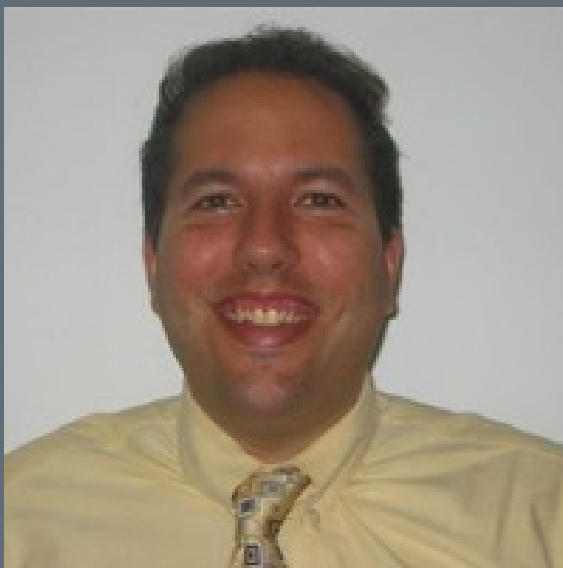


Statistics showed unemployment dropped by 0.7 percent in April.

If you aren't sure about whether to use material, consult an attorney who specializes in publishing.

How Can Authors Get Attention?

By Brian Feinblum



The way to communicate today is not completely the same as 25 years ago – or 50. One's social media footprint, zoom presence, and phone etiquette surpass one's in-person persona and energy on the priority list. We live more through a screen than being able to literally reach out and touch another. So, as an author, how will you master today's communication landscape?

 Share This Email

 Share This Email

 Share This Email

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You Said it: A Member's Comments on APSS Benefits

A success story from APSS member Major Daughter (Anna Mhlambi). She 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.

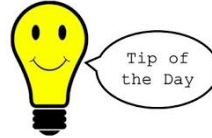
you
said it

[They Said It:](#)
[Motivational Quotation](#)



“Learn from the mistakes of others. You can’t make them all yourself.” Usher

We hear a lot about market disruption but think market creation instead. It’s more interesting, fun and profitable to deliver an experience that was not previously available. Can your content do that?



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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