

# 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](#))

You can be very profitable selling your books non-returnable and at full price at your local fairs and events. Most of these have a registration fee, but now you can split that fee with other APSS members.

Go here to find events near you:  
<https://www.artscraftshowbusiness.com/>

If you find one or more that meet your needs, contact: [kim@bookapss.org](mailto:kim@bookapss.org). She will keep record of members who have inquired about the same show and put you in touch with each other to share the expenses.



Association of Publishers  
for Special Sales

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To Your Success,  
Brian Jud  
Executive Director  
[BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)

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



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

Ideas that are truly innovative -- those that can reshape your business model (i.e., selling to non-bookstore buyers) -- typically go against the grain of conventional understanding. Take bold, creative, yet considered action to reach your goals.



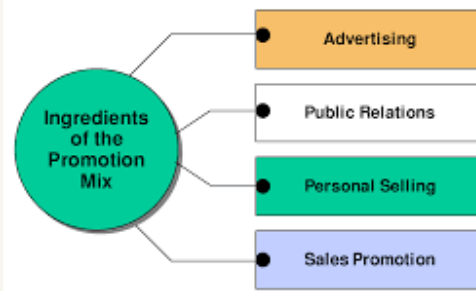
## Tips for Marketing Strategy

If you want to sell 100,000 books through bookstores annually, you need to find 8300 new buyers every month (more, if you factor in returns). Or you could find 10 corporate buyers who would each buy 10,000 books. Or 20 buyers who each buy 5,000 books. Or two who each buy 50,000. It can be done -- we have done it. All non-returnable. Find an assortment of buyers in businesses, associations, schools, government agencies and the military. As an added benefit, they may re-order the same quantity in the future, creating a source of recurring revenue.

## The Very Idea

To be successful at marketing, slay a dragon. Long ago, map makers sketched dragons on maps as a sign to sailors that they would be entering unknown territory at their own risk. Some sailors took this sign literally and were afraid to venture on. Others saw the dragons as a sign of opportunity. Similarly, each of us has a mental map of our book marketing ability, complete with dragons. Where does fear hold you back? What

Elements of the Promotion Mix



## Tips for Better Promotion

### Writing Headlines for Promotional Material

Headlines cannot be written just for their attention value. Your stopper must lead logically into what you have to say and precondition the reader to be receptive to your selling points.

A direct headline uses one or more of the primary sales features of your book as the attention-getter (*50 Easy Ways to Make More Money*).

An indirect headline attempts only to stop the readers and get them to look past the headline (*Do all vampires have fangs?*).

Practice writing headlines using many different appeals in order to draw readers into your release and take action on your recommendation.



dragons can you slay?

## Answers to Your Questions About Non-Bookstore Marketing

**"I have a great book. Why worry about what other authors have to say on my topic?" Tracy Milligan**

Hi Tracy: Potential buyers want to know how your information is different from what already exists.

The way to find a better mousetrap is to ask people how they would alter their existing one. And if it were changed to their specifications, how many would they buy? Do this by asking incisive questions. You will not have a complete sense of the market until you get the answers. This process may lead you to discover that you already have an existing title that solves their problems, but the marketplace does not know about it. Then your strategy becomes one of improved communications.

What titles are currently available? What are their strong and weak points? What title is the segment leader, and why? Without that information you might blindly forge into this segment, erroneously thinking that the information you have is unique and necessary.

Margot Silk Forrest did some research for her title, *A Short Course in Kindness*. She searched in the *kindness* category on Amazon.com and found 336 competitive titles. She then sought the best-selling titles by sorting them in order of their sales. A quick review showed the content people were looking for in this segment, since they usually voice their opinions with their wallets. This quick scan also provided competitive information on the segment leaders and the price range people seemed to be willing to pay.

The results of marketing research may be expressed in the form of creativity. Why not sell *A Short Course in Kindness* to religious



What opportunities and trends do you see that others do not? Where are the holes in competitors' product lines? A case in point are the myriad job-search titles focusing on the basics of writing effective resumes and creating persuasive cover letters and conducting successful interviews.

Rather than duplicating existing titles, an author might decide to publish a title about how to dress for interviews, on job-search skills for women, or one with tips for performing during the first few months on the job. These are all subsets of the umbrella category.

Remember that your competition may not be a book -- it may be a state of mind. College students are typically frugal. They can get free information from the career-development offices or their colleges' libraries. Why should they pay money to buy your book? This information might lead you to sell your books to the parents of graduating students, or to instructors to use as a textbook, or to create low-priced booklets.

Find out where potential buyers look for information about your topic. Readers of romance novels would not be surprised to find them in hospital gift shops, flower shops (brick-and-mortar or online) or on cruise ships. You might sell

bookstores, to gift shops, to support groups, to retreats and perhaps even to anger management centers? Insurance companies might even use it as a tool to reduce road rage.

golf books at driving ranges, business books to local chambers of commerce or diet books in beauty salons. Sell your books where people interested in your topic gather, work, reside, play or shop.

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

By Mitchell Davis



In the last issue you listed specific questions people ask when talking about this general topic of "Getting Publicity for My Book"? Do you have suggestions for possible responses?

Yes. Here's a bulleted list (Part One) of the common questions related to "Getting Publicity for My Book," along with brief answers:

- How do I create an effective book press release?
  - o Write a concise, engaging press release, including the book's title, author, release date, publisher, genre, brief description, and author bio. Add relevant quotes or

- How do I build an author platform and establish my brand?
  - o Create a professional website, blog, and social media presence, engage with readers and fellow authors, attend events and conferences, and develop a consistent message and visual identity.
- How can I leverage social media to promote my book?
  - o Share engaging content, interact with followers, join relevant groups, participate in online events, collaborate with influencers, and use targeted ads.
- What are the best ways to pitch my book to bookstores, libraries, and other venues for book signings and events?
  - o Research venues, prepare a compelling pitch, offer promotional materials, and be professional, flexible, and persistent.
- How can I connect with book clubs and other reading groups?
  - o Research local and online book clubs, provide reading guides, offer to attend meetings, and engage with members through social media or email.
- How do I get my book reviewed by Amazon customers and Goodreads members?
  - o Encourage readers to leave reviews, participate in Goodreads giveaways and author programs, and consider using review services or targeted promotions.

endorsements and contact information.

- What are the key elements of a successful book marketing plan?

- o Identify target audience, define your goals, create a budget, plan a book launch, establish your author platform, engage with readers, leverage social media, and build relationships with influencers.

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



Sometimes people listen to the radio while driving and do not have a pencil and paper nearby. Encourage them to write down your toll-free number by letting them know ahead of time. Say, "In a few minutes I'll give you the name and address of an organization where you can obtain a free credit report." Listeners will be prepared when the time comes to give them your toll-free number.

Similarly, it is easier to remember a post office box number than a street address. If your box number can be misconstrued, make it clear. Your P. O. Box 9D may sound like "90." Say, "Box 9 D as in Dog." Also, spell out and repeat the name of your town (or name (one "d" in Jud) if necessary, and give only a 5-digit zip code rather than the full 9-digit number.



## **Marketing From the Customer's Perspective**

**by Brian Jud**

What is the process you follow when you go to a store to buy something? You probably go to the most convenient place (bricks or clicks) and peruse the assortment available. You may search for a particular brand if you are aware of it. If not, you look at the prices to compare the value of the items to your needs. Then depending on the strength of your need compared to the available choices you decide to buy or wait.

If publishers looked at the purchasing process from their customers' perspective, they could sell more books. Instead, they seek manuscripts based on an author's knowledge (non-fiction) or imagination (fiction). Then

they publish them, price them to cover all costs and desired profits, and sell them through bookstores. They announce the availability of their books through social media and publicity. And when the books do not sell they publish different ones.

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**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 the 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.

**Advertising Materials for Your Courses, Coaching, Products, Etc.**

Rick Frishman, founder of Author101 University, says, "The book is the business." He means you won't get rich from selling books. Most authors sell fewer than 100 books.

However, smart authors write books to build their businesses. Business executives use books as —big business cards|| to build their reputations, establish themselves as experts, and launch their careers to the next level. This section could display your ads or one-sheets describing services you offer, such as courses, training, and consulting. It's your book. You are the king of your book. You can do anything you like.

## Only From Bad Things?

By Brian Feinblum



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Do writers with normal, healthy, tragic-free lives write great books — or is that the domain of the troubled, the victimized, the injured, and the reckless?

Do authors need to be handicapped by something — mental illness, loss of family or friends, victim of a war, crime, dysfunctional household, poverty, violence, abuse, or hatred — in order to write interesting, empowering, informative, or entertaining books?

Must they suffer from an addiction, from alcohol or drugs, to sex or gambling in order to write a really good book?

Do they have to only know from pain, failure, and loss for their books to be decent?

Look at some of the great creatives and you often will have a back story of damaging events, challenging or tragic moments, or of troubling people in their lives. Why is that? Is creation from pain somehow better than when it comes from blissful happiness?

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

A success story from APSS member Denise M. Baran-Unland: “I am in the process of closing my first bulk order. It's only 31 books (I'm adding a complimentary one), but it's a good toe in the water for me. I made the initial contact in December on a recommendation. We talked back and forth virtually for a few months. We finally met in person last month. We are finalizing the message she wants in her books.

Our sales are gradually increasing, too. We've seen

**you**  
said it

growth every year. in multiple areas, including sales and overall interest in the books. And I'm continuing to plan and build strategies in several directions. It's work, of course, a lot of work, but very do-able work. And may I also add that, just as you always say, it does take time to get that bulk sale.

I've learned so much from you and APSS these last few years. I would never have known about special sales if it weren't for APSS.”

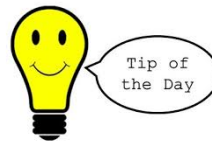


### **They Said It: Motivational Quotation**

“When they invented papyrus, someone probably said, ‘Storytelling was so good. Why did we have to go and put it on papyrus?’ But one thing doesn’t change: it’s the story that counts. The medium doesn’t matter.”

Eric Cable

An example of the term *trading down* is introducing booklets with the same information that is in your book. The term *trading up* is defined as introducing more expensive titles than in the original line. Consider both in your quest for non-bookstore (special) sales.



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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](http://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](http://www.bookapss.org)



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Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining"!

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