

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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Association of Publishers
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Executive Director
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Non-Bookstore Buyers By Guy Achtezhn

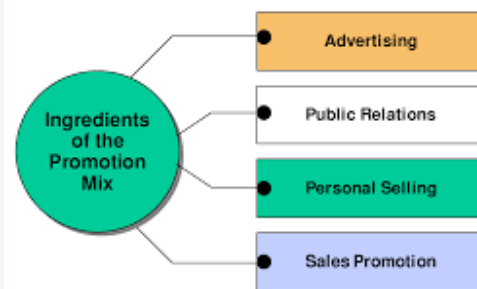
Social networking is not necessarily good for book marketers. We intuitively think that the more people who follow or befriend us, the more books we are likely to sell. But actually, the opposite is true. The fewer people we know well, the more books we can sell. Social networking is actually a form of mass marketing that communicates the same message to all recipients. It assumes that everyone buys for the same reason. But each person in your network may have a different reason to buy your book. Targeted marketing succeeds where mass marketing fails.



Tips for Marketing Strategy

A low-key closing technique is the *Negative Yes*. Here you simply ask a question, the answer to which is most likely to be *no*. But every time the person says *no* it eliminates it as a reason not to buy: Buyer: "I'll think about what we discussed today and call you later." You reply, "OK. But just to clarify something, what is it that you want to think over? Is it the topic of my book? ("No") Does it have anything to do with the cover design?" ("No") Is the price out of line? The buyer says, "Now that you mention it, the price is a little high." You respond, "I'm glad you brought that up. If we go with a softcover and a larger

Elements of the Promotion Mix



Tips for Better Promotion

It is generally better to use a logical, believable approach to a reader's interest through a straightforward presentation.

News headlines feature your title in the same manner as if it were a noteworthy item of timely interest.

Select the outstanding feature of your book (from the perspective of a reader) and present it clearly and quickly: *TV Violence: Shocking New Evidence*.

Whenever a new book arrives on the market, proclaim that fact with a news headline (*Announcing the First Book to ...*).

quantity, I can get the price down significantly.” Once you uncover the real reason for not buying your book, provide additional information and ask for the order again.

The Very Idea

Create a syndrome about your topic and be the expert on it. For example, if you have a cookbook become the expert on treating first-degree burns on grilled chicken. A children’s book on prehistoric mammals? Become the expert on dino-sores. In another case you might create an addictionary of special terms.

Or, more seriously, being known as the expert on post-partum depression in men might get you more media appearances. If you cannot be first, be different.



Answers to Your Questions About Non-Bookstore Marketing

"I want to speak to groups as a way to sell more books. Any tips to help me do that?"
Louie Kellog

Hi Louie: Great question. Here are a few suggestions.

Just as you have a press kit and a personal selling kit, you need a similar package to get speaking engagements. It should contain:

1) Proof of your speaking ability. This is the equivalent of the demo tape that you would send to producers of television shows. It should be a 10- to 12-minute portrayal of your ability to speak before an audience. You will probably need a three-camera shoot in order to capture the reactions of people in the audience.



- 3) A copy of your book.
- 4) Business cards. Prepare a professional business card. It may have your photo or your book’s cover on it. But a four-color business card proves that you are serious about your speaking career and about selling books.

2) A one-page tip sheet, analogous to the one in your press kit. This has all your pertinent information: bio, most-popular topics, references, testimonials, contact information, website and the top three things for which you are “known.”

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 Two) of the common questions related to "Getting Publicity for My Book," along with brief answers:

Should I consider hiring a book publicist or publicity firm, and what should I look for when selecting one?

- o Weigh the cost and potential benefits, research publicists' track records and areas of expertise, and choose one that

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

- * Plan ahead, create buzz through social media, collaborate with influencers and other authors, and engage with attendees before, during, and after the event.

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

- * Research relevant awards, follow submission guidelines, prepare a compelling entry, and submit your book before deadlines.

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

- o Identify genre-specific promotional channels, engage with relevant communities, collaborate with influencers in your niche, and tailor your marketing to the interests and preferences of your target audience.

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

- o Offer incentives to subscribe, promote your newsletter on social media, create valuable and engaging content, and segment your list for targeted communication.

aligns with your goals and budget.

What are some budget-friendly book promotion ideas for self-published or indie authors?

* Leverage social media, collaborate with other authors, use free promotional tools, engage with readers, and submit your book to review sites and contests.

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



Performances on radio talk or news shows are the workhorses of book-promotion activities. They provide reach (the number of people contacted), frequency (repetition of contact) and the flexibility to address a well-defined audience. With radio as part of your communication plan, you can reach hundreds, thousands or millions of people at little or no cost.

"There are many benefits for anyone who wants to be on a radio talk program. You have a very engaged and involved audience. They really do pay attention."

Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*



Update Your Marketing to the 21st Century

by Brian Jud

You most likely use 21st century digitally enabled book-marketing actions. However, your sales are probably occurring at dial-up speed if you are implementing 20th century marketing actions.

You wouldn't put up with a 1960s-era phone system, or forego the benefits of modern technology, but that is what you are doing when you fail to sell your books to non-bookstore buyers. These could be retailers (discount stores, supermarkets, airport stores) or non-retail buyers (corporations, associations schools, military) who could buy in large, non-returnable quantities.

[Read More](#)

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 table of contents (TOC) is the master overview of the book. It contains each chapter's title and starting page number. Your word processor can create the TOC automatically if you use the outline feature in it.

Here is a word to the wise: If you manually type the TOC, be sure this is the very last thing you do with your book, as page numbers will change as each editor or reader makes revisions. Even so, it's better to let your word processor or a professional populate the TOC for you.



How Do Authors Draw Readers In?

By Brian Feinblum



When marketing your book, do you speak in a way that draws people to you? The key is to discuss your book in a way that your message seems relevant to others. To do this, you must befriend them and invite their world into yours.

Read More [Here](#)

 Share This Email

 Share This Email

 Share This Email

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! 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.”

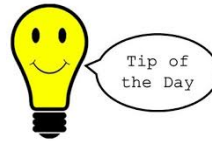
Linda Mitchell



They Said It: Motivational Quotation

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

Usher



Are you stuck in a rut with your book marketing? Find help with this article, “If It's Not Broken, Break It: Nine Tips to Create Good Book Marketing Habits” at <https://bit.ly/3env9cb>

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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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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