

# 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 Frankfurt Book Fair and/or at the Assoc of School Librarians – Save with the APSS discount

APSS has an agreement with Combined Book Exhibit (CBE) to display your book(s) at major book fairs around the world. Now you can show your book(s) to attendees at the Frankfurt Book Fair (Oct 18 - 20, 2023) – one of the largest book fairs in the world.

Attendees can purchase your books on the spot. Tens of thousands of potential buyers attend this show – and your book(s) will be accessible to all of them. And you do not even have to be there! And/or they can display your book(s) at the American Association of School Librarians annual conference.

**Frankfurt Book Fair 2023** will welcome countless participants worldwide for another exciting live gathering. The book publishing expo will be in a *hybrid format*, allowing participants from different parts of the world to connect and enjoy a unique exhibition experience. The trade show will turn into a meeting spot for publishing experts and partners from the technology and creative industries such as film and games to exchange ideas, seek inspiration, discover new practices and technologies, and cultivate contacts.

**American Association of School Librarians** conference is the only national conference devoted solely to the needs of school librarians. The conference is held every two years and



Association of Publishers  
for Special Sales

- Your book(s) is displayed face out, visible to all attendees
- CBE creates a catalog listing full contact information and it is handed out to potential rights buyers. You can also provide your own order forms/ promotional materials.
- The exhibit is staffed by experienced representatives tasked with the responsibility of selling the rights for each book.

**The deadline to register for Frankfurt is September 11**

**The deadline to register for AASL is September 18**

You can register for both at <http://tinyurl.com/y7bpzglD> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

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

coordinated by a member-committee composed of association leaders from across the nation. While it is the primary continuing education activity of the division and a leading professional development event for school librarians, the AASL national conference is also an excellent educational and business forum for the entire library community.

To Your Success,  
Brian Jud  
Executive Director, APSS  
[BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)  
(860) 985-5908

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



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

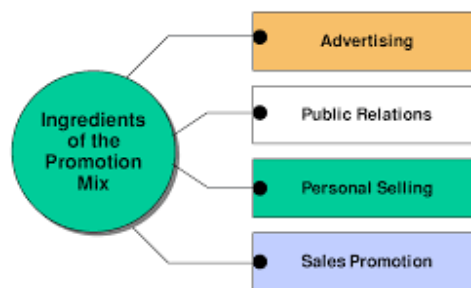
Many publishers focus on the production process as the means of creating value. Their success is measured in terms of units moved to keep the pipeline filled. But you cannot control sales. You can only influence them by your marketing actions. Focus on what you can control (product/content, promotion, distribution, pricing), not what you cannot control (sales and revenue)



### Tips for Marketing Strategy

Competitors have known for decades that Gillette controls when the men's shaving market moves on to the next generation of razor and blade. Gillette

Elements of the Promotion Mix



### Tips for Better Promotion

People are interested in announcements and these headlines have high readership.

Begin your headline with words that have an announcement quality such as *Introducing ....* , *Just Published....*, *Presenting the Latest ....*, *At Last ...* .

did so by adding one additional cutting edge, and competitors cannot preempt them. Gillette owns the customers' criteria in that category, so the fact that four blades are better than three becomes credible only when Gillette says so.

How can you get the same control over people in your target segments?

Headlines beginning with the words *New* and *Now* usually make readers hit the breaks and read the release.

Combining different formulas can have a positive impact on the reader: *Just Published. A New Book About an Amazing Way to Grow Hair.*

Once hooked, readers will continue on, looking for additional facts. If you disappoint them, they will stop reading and never trust your releases in the future.

## The Very Idea

There are two types of innovation. One is *incremental* innovation where products are so similar to existing items that they require no major change in the consumers' behavior (*Chicken Soup for the Entrepreneur's Soul* vs. *Chicken Soup for the Pet Lover's Soul*). The other innovation is *disruptive*, one that significantly alters the usage patterns, such as moving from bookstore marketing to non-bookstore marketing.

Generally, marketing *incremental* innovations are less expensive than marketing *disruptive* innovations, but the latter can be more lucrative.



## Answers to Your Questions About Non-Bookstore Marketing

"What are some tips for using testimonials" Lisa Gibson

Hi Lisa: Testimonials (sometimes called "blurbs") are statements by people attesting to the quality of writing and the value of the content in your book. If you can get celebrities to endorse your book, the positive impact on the prospective buyers



will be greater, and consumers will be more likely to buy it.

Shoot high. Before you ask for a blurb, ask the VIP to write the introduction or foreword to your book. Most people will be flattered to have you ask them to write it but will probably turn you down.

Acknowledge that you recognize the time pressures on the person, and then offer to write the section for him or her. If they still decline, then ask for a blurb or offer to write it for them.

**See Dan Janal's article below for more information about testimonials.**

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

**By Mitchell Davis**



**What are the best ways to think up a title for my book. Maybe there is a book title generator? Or what other phrase should I look for?**

Choosing the right title for your book is crucial, as it can greatly influence a reader's decision to pick it up. There are various ways to come up with a compelling title for

**5. Play with words:** Experiment with wordplay, such as alliteration, puns, or rhymes, to create a unique and memorable title.

**6. Look for inspiration:** Read the titles of best-selling books in your genre, listen to song lyrics, or explore quotes and poetry for inspiration. Don't copy, but let these sources spark new ideas.

**7. Test your options:** Share your potential titles with friends, family, or a writing group and gather feedback. This can help you gauge which title resonates best with your target audience.

**8. Use a book title generator:** There are several online book title generators that can help spark ideas.

**Some popular ones include:**

o Reedsy Book Title Generator:

<https://www.reedsy.com/tools/book-title-generator>

your book:

**1. Brainstorm:** Jot down words, phrases, or themes related to your book's content. Consider its main characters, setting, conflict, or any unique elements. Use this list as a starting point for creating potential titles.

**2. Keep it short and catchy:** Aim for a title that's easy to remember and grabs attention. Shorter titles are often more memorable and can make a stronger impact.

**3. Consider your genre:** Align your title with the conventions and expectations of your book's genre. For example, romance titles may be more emotional and evocative, while thrillers might use suspenseful language.

**4. Use a key phrase or quote from your book:** A memorable or significant line from your book can serve as a great title, especially if it encapsulates the theme or tone of your story.

o Kopywriting Kourse Book Title Generator:

<https://kopywritingcourse.com/book-title-generator/>

o Adazing Book Title Generator:

<https://adazing.com/book-title-generator/>

While book title generators can be fun and useful for brainstorming, they may not always produce the most suitable titles. It's essential to evaluate and refine the generated titles to ensure they effectively represent your book's content and appeal to your target audience.

Remember, your book's title should be intriguing, reflect the story's tone or theme, and resonate with your target readers. Take your time, experiment with different ideas, and don't be afraid to revise your title as your manuscript evolves.

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

Before going on the air, ask the host if there are any local issues which you can address during the interview. News shows are about news, so give current information related to events of importance.

"You can put yourself at the head of the pack by relating your book to a current event."

Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City





# More Creative

by Brian Jud

The Titanic sank after hitting an iceberg and only 705 of its 2200 passengers and crew survived. With too few lifeboats onboard, many lives were lost unnecessarily. With a little creativity more people might have been saved. For example, what if the crew saw the iceberg as a sanctuary instead of a cause of death? They might have ferried people there. Unfortunately, we'll never know.

There is an important lesson from that tragedy that can help us solve more problems. The lesson? When you look at something do not think of it only in traditional terms. The crew of the Titanic saw the iceberg as a menace to be avoided. They overlooked possible solutions hidden in plain sight, much like publishers overlook the opportunity for lucrative sales to buyers in non-bookstore markets.

You can avoid this phenomenon and destroy your hidden creative blocks by applying at least two techniques. One is to change the way in which you define the object or situation, thus expanding its possible uses. The other is to visualize alternative paths to reaching your goal.

## 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

#### **What Makes a Testimonial Good?**

All testimonials are not created equal. There is an art to writing a good testimonial. Let's look at what makes a good testimonial.

- Short. Only a sentence or two because people like to skim. People might not read long testimonials. If you get a longer testimonial, trim it.

- Specific. Testimonials should either say why you are wonderful—Dan's advice helped me win a \$20,000 contract—or why your book is wonderful—This book will help novice authors write their books faster. No one cares that you are wonderful in a general sense—they want to know why your being wonderful will help them.



- Identifiable. Testimonials should include the person's complete name, title, and company. For example, —Dr. John Smith, director of pediatric services, Mayo Clinic. If you have an author buddy write a testimonial, it could have his or her name and the title of his or her book. For example, Jane Smith, author of *Write Now!*, never uses a testimonial with only the first name and initial of a person. It looks fake. For example, —Mildred P., of Canton, Ohio.

## Do Authors Have A Barbie Complex?

By Brian Feinblum



I just saw the Barbie movie with my wife and daughter, each going for their second time. It was rich with many take-aways, most of them positive and encouraging for women, some a bit critical about men, but overall, a really creative attempt at some deep commentary about our identity, sense of purpose, the burden women face, what makes us human, and how we judge others and ourselves. Authors can learn from this.

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## **A Member's Comments on APSS Benefits**

**you**  
said it

“Because of APSS, I will be a better marketer of my book, I will sell more books and eventually lead to more accounting clients for my CPA practice.” Salim Omar, Business Success Systems Inc.

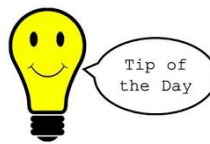


### **They Said It: Motivational Quotation**

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

Usher “Discoveries are often made by not following instruction, by going off the main road, by trying the untried.” Frank Tyger

There are 16,536 public libraries (including branches) in the US – more than there are McDonald’s restaurants. Find links and contact info for them at <http://www.publiclibraries.com/> And there are other kinds of libraries, such as school, religious, hospital, law, etc. How many are potential buyers of your books?



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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)

**Book Marketing Works. LLC**

Box 715, Avon, CT 06001

[www.bookmarketingworks.com](http://www.bookmarketingworks.com)

[BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

(860) 985-5908

Small Publishers Association of North America (SPAN) | PO Box 715, Avon, CT 06001-0715

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