

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](#))

How to Market your Books to Libraries, by Glenn Grube.

Attend this free, virtual meeting from 10:30 am – 11:30 am ET on January 21. Glenn has been the Director of the Avon Free Public Library for ten years and has worked in public and special libraries for over 30 years. His talk will address how and why to market your books to libraries and how best to leverage current trends in reading habits and library use to improve the chances of your book being added to library collections and borrowed by library users. The link to attend the meeting is <https://us02web.zoom.us/j/6762224705>

To Your Success,
Brian Jud
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How to Market your Books to Libraries. Free virtual meeting for APSS members



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

[Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn](#)

Washington Nationals pitcher Sean Doolittle loves to read, but couldn't find a bookstore near the team's facility in FL. According to the *Wall Street*



Journal, “he vowed to seek out an independent bookshop on every road trip this year...” Doolittle was quoted in the article as saying, “I want to support local business. I want to support those places that are active in their communities, that are trying to be supportive and inclusive spaces for their communities.” APSS supports bookstores, too. Our position is to sell through them, but not *only* through them. Consider non-bookstore opportunities, too.



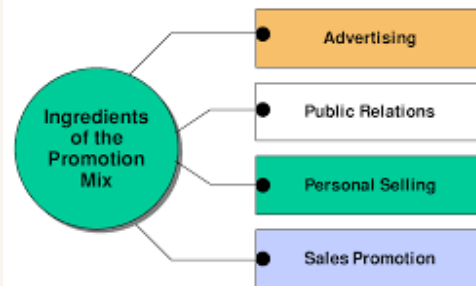
[Tips for Marketing Strategy](#)

The purpose of a plan is to instill and direct your passion. The output is not a voluminous document, but a means to fulfill your mission and to make an impact on your target readers and buyers. The real objective is not to make a buck, but to make a difference.

[The Very Idea](#)

What is your ROI (Return on Impact). The number of books sold

Elements of the Promotion Mix



[Tips for Better Promotion](#)

The *price* of your book is a feature. The *value* of your book is a benefit.

Customers attach value to books in proportion to the perceived ability of the books to help them solve their problems.

If your book is more expensive than competitors. books, your promotional material must translate the price into value for the consumer.

Use a surrogate indicator, a cue that takes the place of a buying criterion, to demonstrate the benefits of your higher price. These cues include endorsements, guarantees and slogans.

is not a measure of impact, which is not measured in sales or dollars, but in change. Writing a book does not create change in the reader. Selling a book does not create change – it delivers the message, waiting for action. The desire and action to change has to come from within the reader – your content is the catalyst. Rarely will reading your book be a consistent change motivator.

To have real impact, provide multiple, follow-up products such as a blog, podcasts, consulting, seminars, etc. to maximize the impact of your message and provide consistent motivation.

ADD ON PRODUCTS & SERVICES

Answers to Your Questions About Non-Bookstore Marketing

"Why not sell my book to everybody? Doesn't that increase my target segment?" Eddie Egan

Eddie, let's look at that differently. Suppose you are looking for a job in accounting. You might go to your local newspaper or search online to find lists of companies hiring people. It would be a waste of time and effort – not to mention money – to send a resume to every company listed. So what do you do? You eliminate those companies looking for people in specialties not related to yours, i.e., marketing, manufacturing, IT and education. Then you are left with a list of those *buyers* looking for what you are *selling* – accounting skills.

The analogy to selling books is to eliminate those who are not potential buyers by creating a profile of people who might be buyers. Think about why you wrote your manuscript in the first place. Who were you trying to inform or entertain? What did you want them to do or how did you want them to feel after reading your book?

TIP. Create a mental image of your typical prospective reader. Write a personal letter to that



person describing what you want to say and why you think it is important to him or her.

Sheridan Confidential: Success Stories from Our Employees – Part 4

By Laura Baker



Read about Burt Phillips’ rich and diverse career path story, tied to both our Sheridan Ohio and Sheridan New Hampshire facilities.

[Read more here](#)

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



Do not lose your self-control and do not argue with a caller. State your case professionally and back up your remarks with facts. Tell irate callers you understand what they are saying without agreeing with them. If a caller becomes argumentative or profane, the host will usually cut him or her off.

"Some of the best advice I ever got was, "Always say it with a smile." Be nice even if it kills you."

Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*



How to Maximize Your Income (With Pricing Ideas You Probably Never Considered)

By Brian Jud

“At what price should I sell my book?” This frequently posed question is like asking “How much does a car cost?” Book-pricing discussions typically focus on simple price setting: whether to charge \$14.95 or \$19.99. That

myopic decision ignores the multitude of options for selling your information that can significantly increase your income.

Do not think of revenue as only from book sales, but from all the ways potential buyers can access your content. There are other vehicles to deliver your content and to generate revenue. Therefore, a more strategic and profitable question to ask is, “How can I maximize my revenue from all the products and services I offer -- or could offer -- to communicate my information?”

[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](#)



A foreword is an introduction written by another person. It lends credibility to the book. The foreword, usually about 500 to 1,000 words long, could praise your work and the timeliness of the subject. The foreword comes before the preface. The foreword is not mandatory.

You might consider highlighting – *Foreword by Famous Person* on the front cover and title page. Vint Cerf, a founding father of the Internet, wrote the foreword for my *Online Marketing Handbook*. Paul and Sarah Edwards, the married couple who have chronicled the work-at-home movement, wrote the foreword for my *101 Businesses You Can Start on the Internet*. Putting their names on the book covers added credibility to my books.

Note: *Foreword* is commonly misspelled as *–forward*. *Foreword* is correct.

[AAA Author Success Formula](#)

By Brian Feinblum



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Many writers fall short at selling themselves to people that they need to impress, from literary agents, publishers, and libraries to the news media, book stores, and consumers. They may be shy, lazy, or fearful — or they merely execute a sound communications strategy poorly.

Authors are often successful at promoting their books and marketing themselves when they observe the three A's for success:

[Read More Here](#)

[You Said It: A Member's Comment on APSS Benefits](#)

you
said it

"Thank you so much for the very informative APSS mentoring session yesterday. Self-publishing is a highly complex, not to mention risky, undertaking. It's so nice to have an organization like APSS with knowledgeable professionals to draw on for advice."

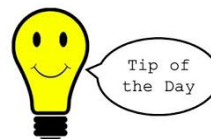
Judi Schindler



[They Said It: Motivational Quotation](#)

I want to stay as close to the edge as I can without going over. Out on the edge you see all kinds of things you can't see from the center.

Kurt Vonnegut



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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