

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](#))

February 13 (6:30 pm ET): Experiences of a Real

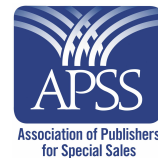
Ghostwriter. Author Tanya Detrik shows you how to get clients, the earning potential, And the complexities of being a Ghostwriter. Tanya's ghostwriting projects include, Who Do you Need to Meet (a business book about networking) and He, She, Me (a memoir of a transgender's life transition). She is currently on a third ghostwriting project. Tanya Detrik's book, Waking Up with Noro, is a memoir of transformation during the first two years of grand mothering her very special needs granddaughter -- proceeds from the book go to helping special needs children. Her second book, This is Grief – When Breathing Hurts, Love Songs Suck, and Good Days Come with Guilt is a unique, graphically presented collection of her experiences after the sudden death of her husband. All books are available on Amazon.com. The link for the meeting is

<https://us02web.zoom.us/j/6762224705>

February 18 (10:30 – 11:30 am ET): Jim Alkon will be presenting on the Realities of Book Marketing for Authors.

Jim, as a lifetime marketing/business development executive, has the background to give us sound advice. As Editorial Director of BookTrib.com, a Meryl Moss Media company that helps

Here are the free, virtual APSS meetings scheduled so far in February



So often, Indie and self-published authors pour their hearts and souls into the creative process and are thrilled to have a book come out the other end. But they have neglected the marketing element – everything from setting aside adequate funding to deciding what is essential to determining whether to do it on their own to sorting through a plethora of marketing and promotional programs. This session will help authors set realistic expectations, match budgets, and provide some ideas of options and opportunities that might help them get a marketing lift. The link to attend the meeting is

<https://us02web.zoom.us/j/6762224705>

To Your Success,
Brian Jud
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get books in front of readers with a variety of unique, effective programs, Jim speaks with authors every day, helps them set realistic goals, and provides them with tools and ideas that will better position them to increase awareness. He is hoping to share some of those strategies with you – realistic, affordable concepts that you can start using tomorrow.

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



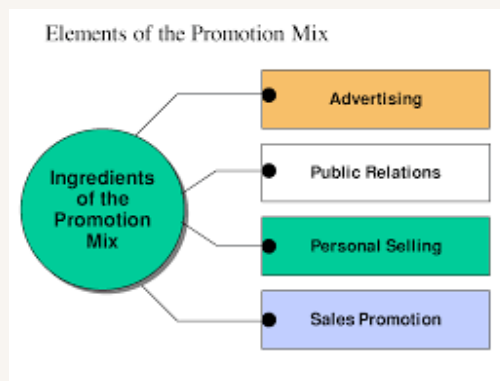
Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

Just give it a try. You cannot hit a homerun (or even a single) unless you step up to the plate. You cannot get on a TV or radio show without contacting the producer. If you want to write a book get started. If you want to call a corporate buyer, pick up the phone and dial. You cannot make your idea a reality unless you give it a try. Start today. What are five things you can take a start on your idea today?



Tips for Marketing Strategy

What is your ROI (Return on Impact). 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 and your



Tips for Better Promotion

People do not buy features, they buy benefits. They buy what your book will do for them.

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.

Buyers in each market segment have similar reason for buying. Know what that is and communicate that benefit to them.

Prospective buyers need to know why a particular title is different from and better than competitive ones. Promotion communicates the reason to purchase it to the buyers.

Successful book marketing suggests that a book have one overwhelming reason . a unique selling proposition (USP) . why it is the best item in its category. This might be an exclusive benefit or performance quality.

[The Very Idea](#)

When architects look at an opening between two rooms and think “door,” that is what they design. But what if they think “passageway?” Then they may design something much different, like a hallway, atrium or tunnel.

Different words bring in different assumptions and lead your thinking in different. What else can you call yourself? Instead of defining yourself as one of X,000,000 authors, describe yourself as the Chairperson of Child Development, the Professor of Productivity, the Master Motivator, or the Cigar Czar, depending on your topic.



[Answers to Your Questions About Non-Bookstore Marketing](#)

"Why is it so important to define my buyers? Why can't I sell to everybody? Dina Ryan

When asked who their target reader is, many authors reply, “I do not know,” or “everybody who likes (their topic).” Either answer will reduce your sales and profits. If your book is for everybody, how much would it cost you to reach them frequently enough to make an impact -- if you could find a way to do so?



Consider Gloria Boileau’s title, *Stop The Fear! Finding Peace in a Chaotic World*, a book about ways to resolve fear (<http://www.gloriaboileau.com/>). Her premise is that everyone is afraid of something, at some level. But how can you tell “everyone” the ways in which your book will help them? One way is to divide your target readers in categories. Using these techniques, Gloria might address the people who are afraid of flying, dying, being in a relationship or other types of fears.

Remember that you are marketing to *people*, not to segments. So who is the typical person in each segment who will actually purchase your book? If you can describe those individuals and the problems that consume them, you can communicate the ways in which the content of your book can help them.

Continuing with the title *Stop The Fear!*, what if “soccer moms” were singled out as a target segment? These mothers might be fearful for the safety, health and future of their children. In this case, Gloria would define the typical “mom” who will benefit by reading her book, in terms of age, education, life style and geography.

Sheridan Confidential: Success Stories from Our Employees – Part 5

By Laura Baker



Up next in our continuing series of Sheridan employees sharing their success stories, Eric Biggins of Sheridan Pennsylvania shares his unique journey. Enjoy!

[Read more here](#)

[You're on The Air](#)
[Tips for Getting On and Performing on](#)

[TV and Radio Shows](#)

The audience did not tune in to be sold something. It does not care about you and your book but wants to be entertained or informed. Engage audience members by involving them in your presentation; convince them it is to their benefit to learn more.



"People are always looking for help. It's one thing they can never get enough of. People are saying, "Help me, help me, help me."

Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*

"You may be selling the best product in the world, but if it doesn't apply to me, I'm not interested. I don't care. It doesn't matter what you're saying. It doesn't matter if you're the most beautiful person in the world. If it doesn't apply to me, I'm not interested."

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



[Negotiating Book Sales With Deceitful Buyers](#)

[By Brian Jud](#)

"Buyers are liars," is a term some salespeople use to describe their customers. They believe prospective buyers distort the truth to put themselves in a better bargaining position. Regrettably, in some cases they are correct, so be on guard when negotiating the sale of your books to some corporate purchasers.

According to studies among business buyers (*Harvard Business Review*) about half of people involved in corporate negotiations lie when they have the opportunity to improve their potential outcome. Fortunately, there are things you can do to prepare for – or even prevent -- this intangible trickery.

[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](#)

Testimonials from Clients

I'll bet you do great work. Congratulations! Your clients probably tell you how happy they are every day. Don't let their praise disappear.

When you speak with them, write their comments, and ask them if you can use that information. Offer to send the written version of their comments to them for their review and approval to use as a testimonial. They might add more details or add more glowing descriptions.

When clients send you emails containing words of praise, ask them if you can use their comments in your book. They'll be thrilled you honor them.



If praise hasn't been forthcoming, don't worry. Call your clients and ask them for testimonials. They probably won't know what to say, so I'd suggest you ask one simple question: – How did you benefit from our products or services? They'll give you specifics that will make a great testimonial.



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9 Resources To Sell More Books

By Brian Feinblum

Sure, you should sell books to friends and family, generate sales with speaking engagements, employ social media to generate sales, and do a host of things to get the cash register to ring. But there's a whole world of opportunity that goes way beyond what you've been doing or merely relying on bookstores, libraries, and your web site to ring up book sales. Below are nine areas to explore for increasing your book sales:

[Read More Here](#)

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

you
said it

“I think everyone did a very good job in presenting the information at the APSS workshop. I was

impressed with the amount of new information about the publishing business of which I had previously no clue. I was able to follow everything, and it made sense to me.”

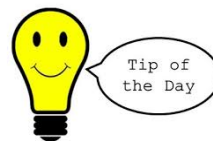
Eleanor Jones



They Said It:
Motivational Quotation

"If you want a guarantee, buy a toaster."

Clint Eastwood



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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