

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): *How Far Do You Want To Take Your Book? Start 2023 Off With A Clear Plan To Get You There.*

Presented By Nancy D. Butler. How successful your book will be has a lot to do with the time, money, and effort you are willing to put into "getting it out there". Other meetings have given a lot of great information. This meeting will help you pull it all together in a plan that makes sense for you.

Nancy has been very successfully self-employed for over 40 years. She is currently an international speaker, an award-winning author of three books, a national business coach and for 2018, 2019, 2020, and 2023, a Delegate to The United Nations for The Commission on the Status of Women.

Nancy will facilitate the meeting to help you have a clearer plan going forward. Bring your ideas and questions to share regarding what has worked and the challenges you are having. You will leave with the beginning of your own business plan for 2023 and what you need to finish on your own after the meeting. The link for the meeting is

<https://us06web.zoom.us/j/3671572517>

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

Here are two 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

Executive Director, APSS

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background to give us sound advice. As Editorial Director of BookTrib.com, a Meryl Moss Media company that helps 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.

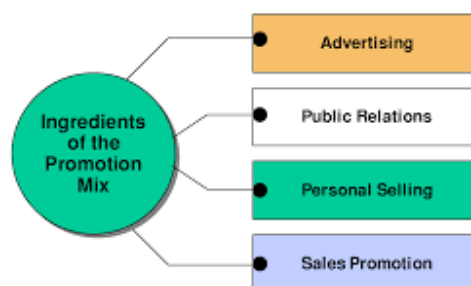
News You Can Use -- To Sell More Books in Large, Non-Returnable Quantities

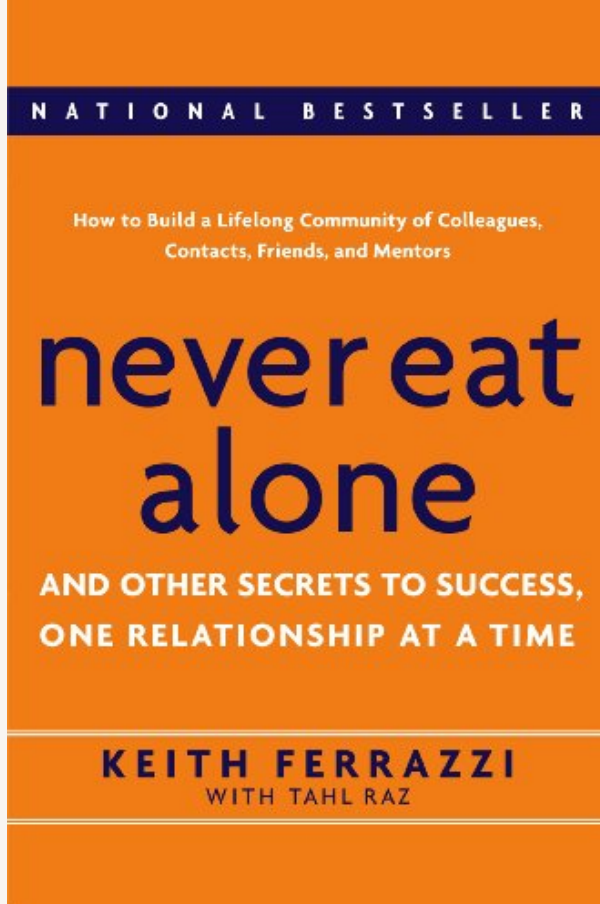


Ideas for Selling to Non-Bookstore Buyers, By Guy Achtzehn

Selling books is a cumulative process — both financially and mentally. It starts out slowly, and some give up when no large, quick sales occur. Instead, think of it as doing a little more every day. If you made \$.01 today and doubled that every day, you would make \$.64 at the end of one week. And after two weeks you would make \$81.92. You might give up, thinking that is not enough to worry about. But if you stuck it out for three weeks you would have \$10,486. And at 31 days, after doubling that first penny daily, you would have \$10,737,418.

Elements of the Promotion Mix





Tips for Marketing Strategy

What 25 relationships do you need to nurture this year? Make a list of all the people who can help you double the size of your business – including the next five major customers you need. Figure out how to cultivate and deepen these relationships before you ask for any favors. “Establish how the relationship will benefit the other person, how you can help make them more successful,” says Keith Ferrazzi, author of “Never Eat Alone”

The Very Idea

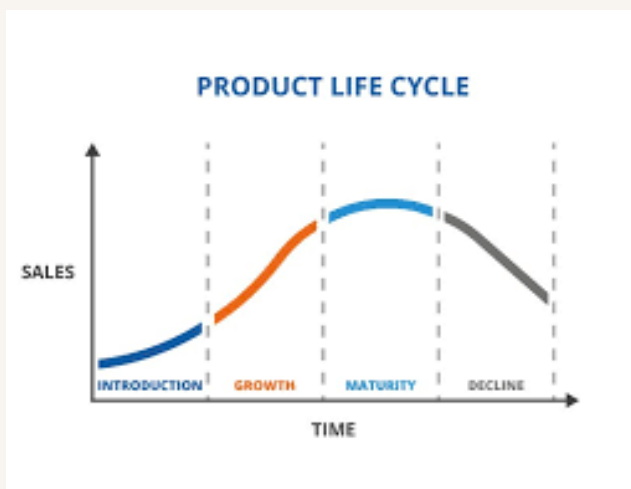
Match your promotion to your product’s life cycle stage. If your title is in its introductory stage, mass communication (on and offline) techniques should be emphasized. Initially, people need to understand why it is in their best interest to purchase your book. Later, they need to be reminded to buy it. The people you are trying to influence may be acquisitions people at distributors,

Tips for Better Promotion

The promotional campaign for each title must communicate its Unique Selling Proposition (USP) to its target group of prospective customers.

Your title’s USP may change for each segment. For instance, discount stores are interested in how your title will build store traffic or increase profitability. These matters have no impact on librarians who are more concerned with helping their patrons. The fact that your title won a Ben Franklin Award will impress potential distributors but may have less bearing on consumers.

Create, through content or promotion, a meaningful and distinctive reason why your customers should choose your title over all the others.



libraries, retail stores, or the consumers themselves. If your objective is to market nonfiction to specific niches, then direct mail might lead your attack. If you plan a heavy trade-show schedule (yes, they are beginning to occur again), then personal selling may prevail.

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

"Why sell books to corporate buyers when it could take years to make a sale? I need the money now!" Marlee Germaine

Marlee: Good question. The sales process for a large order to a corporation may take several years. Buyers may initially test your title and then wait months or a year before placing an order. Rarely are people in as much of a hurry to buy your book as you are to sell it; so be patient.

You are probably thinking, "If I don't make it through the short term, there won't be a long term." That is like planting a seed and digging it up every few weeks to see if it is growing. You may create a Bonsai tree, but although it looks like the larger item it is only a miniature of what it might have been. Consider these points before seeking short-term sales in special markets:

- There is more at stake for buyers purchasing in large quantities, and corporate buyers in particular want to buy from people they know. It takes time to build the relationships that lead to large orders.
- As you prioritize your prospects and opportunities plan to sell smaller, but more frequent quantities to retailers while you are working on the larger orders. This may help to generate some interim cash flow. But the axiom still holds true that people buy on their timelines, not yours. If you are selling a gift book to retailers they may not buy it if their gift-buying opportunities has passed for this year.



- Eliminate the *Ready. Go. Get Set.* philosophy that can lead to failure. Take the time to plan your marketing actions before you implement them. Then evaluate their results and make necessary changes in strategy or action.
- Media is important to selling in special markets, and it takes as much time to create awareness of your book as it does in trade promotion.
- Research and test marketing can increase the likelihood of your success, yet both take time. But in the end, your efforts may be more profitable than if you proceeded without that pre-marketing feedback.
- In bookstore marketing you need to show sales results quickly or your books are removed from the shelves. Price-cutting may be necessary to move books, resulting in lower profitability. In special sales, the focus is on long-term profit optimization vs. short-term profit maximization. This makes for a better all-around business strategy.

[2023 Paper Market Predictions: A Story Of The Trickledown Effect](#)

[By Laura Baker](#)



As publishers built up their supply of books to meet the surge in reader demand, many are now finding they have excess inventory on hand as the market softens. The impact of both the rise and leveling of orders trickles down the supply chain and impacts printers and material availability, specifically with regard to paper.

While publishers were busy building up their supply of books in the last few years, printers were busy buying what paper they could at a rapid pace, and many paper grades were put on allocation. Now with the publishing market softening, the paper market is becoming more stable, and printers are finding that they also have more paper in inventory to use up.

[Read more here](#)

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



Avoid a monotonous tone of voice by accenting important words, emphasizing them as you speak. Alter the way you accentuate your words so you control their impact. Adjust your volume periodically to emphasize important points and to avoid talking in a monotone.

It's helpful that people be able to speak in a manner which is persuasive, with appropriate inflection.

(Jim Bohannon, Host of the nationally broadcast Jim Bohannon Show)

Good guests are people who use their entire vocal range and use their hands as expressive tools. They are people who are not boring.

(Brad Hurtado, former producer of Donahue, Maury



[The Most Overlooked Step In Book Selling](#)

[By Brian Jud](#)

Negotiating a large-quantity sale can be a rewarding process. If you do a good job describing how your content can help prospects solve business problems, they sign on the dotted line and become customers. However, the euphoria of knowing you will soon receive tens of thousands of dollars could blind you to the job that still needs to be done.

Your objective is not to simply get the order, but to make sure that the sale is implemented flawlessly through the timely delivery of your books. Competent post-sale service makes for a satisfying experience, leading to future orders and recurring revenue. Yet this step is often given cursory attention as the publisher moves on to the next prospect.

[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](#)

Case Study: A Tale of Two Books

When I wanted to write a big business card book to show myself as a thought leader on publicity, I gathered my notes and wrote *Reporters are Looking for YOU!* in several days. You could have locked me in a room with no other resources, and the book would have flowed from my head because I knew my material cold. When I wrote the book *Business Speak* for publishing giant Wiley, however, the writing situation was the exact opposite.

The year was 1999. Voice recognition was a new technology. I thought it would be the hot new technology, and I'd sell a zillion books as businesses tried to figure



I found only a handful of companies using voice. I couldn't find enough case studies and reports and interviews to fill more than 100 pages. I was at my wits' end. I couldn't find anything more to write about.

I told my acquisitions editor I'd return the advance. She refused. She said I *had* to finish the book! I persevered. It actually was a pretty good book after all!

out how to add voice to their products. After all, phones were getting smaller, and people would have a hard time typing on them, right? We can speak. Why should we be limited to a keyboard to interact with phones? I thought it was a winner.

So did my publisher. They gave me a nice contract to write a 200-plus page book. Since I was not an expert on this topic, I interviewed companies using the technology, researchers creating the tools, and analysts covering the field. I used my journalism skills to research and write the book.

Let me tell you, it was a hard book to write. Back then, few companies used voice recognition technology. It wasn't until 2015 or so that Siri and Alexa made voice recognition a mainstream application.

For my book, I used a combination of writing skills. Part of the book flowed from my brain to my fingers to the computer, based on my personal experiences. Other sections came from interviews I conducted, seminars I attended, and material I found on the Internet.

Which way is best? It doesn't matter. Some thought leaders write books from their heads and quote only themselves. Other business executives quote other people to validate their ideas. In fact, some people became thought leaders because they assembled information from other people. They are the thought leader because they have all the information and sources of information at their fingertips. Malcolm Gladwell, author of *The Tipping Point* and other true bestsellers, interviewed people for his books and drew his own conclusions.



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Wise Fool Book Marketing Works!

By Brian Feinblum

I found a wonderful book that encourages and shows us how to think differently and more effectively. It repeatedly reveals to us how to gain a fresh perspective on challenges and opportunities. If you can apply the principles of this book to how you market your book and live your life you will have an amazing time.

[Read More Here](#)

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

you
said it

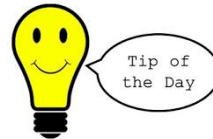
“The APSS-Santa Clarita event was EXCELLENT! It was so beneficial and all of the attendees felt their expectations were exceeded.”

Willa Robinson



They Said It:
Motivational Quotation

“The goal isn’t to live forever; the goal is to create something that will.”
Chuck Palahniuk



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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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