

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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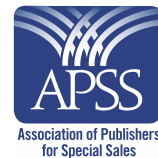
More Benefits and Savings for APSS Members

(The Association of Publishers for Special Sales - [Join Now](#))

APSS members receive 50% off their title set up fees for print & ebooks titles for Ingram Spark. The promotional code is good for five (5) uses per month APSS member and will be updated monthly to help keep your IngramSpark® benefit for being an APSS member exclusive to you.

Contact Kim@bookapss.org for the March code. To help us continue to reward your dedication to APSS, here are some updates/reminders for your new IngramSpark® promotional code:

50% off IngramSpark Set- up fee for APSS members



While we know our members are eager to support each other, please do not share your exclusive code on social media (whether publicly or in our member-only forums). All members have access to the code via the above, so please direct your fellow members there versus providing the code directly.

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



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

Use all five senses. Pay attention to a variety of different information sources during a presentation or negotiation. If you are visually oriented, focus on the sound or smell of a situation. If you are analytically oriented, focus on how something feels. Do you want to succeed so bad you can taste it? How can you use all your senses to increase

your sales?



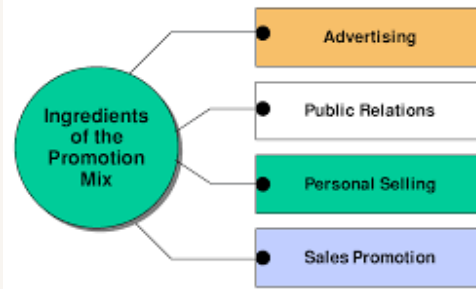
Tips for Marketing Strategy

Negotiating a large book sale with a corporate buyer requires some of the same skills as playing poker. You need a little chutzpah, the creativity to recognize alternatives, the ability to assess odds, the willingness to take calculated risks and bluffing when necessary. But unlike poker, selling is not a winner-take-all game. Manage the emotional tenor of a negotiating session to bring it to a win-win conclusion.

The Very Idea

J.K. Rowling on failure: "It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all – in which case, you fail by default. Now, I am not going to tell you that failure is fun, but the knowledge that you have emerged wiser and stronger from setbacks means that you are, ever after, secure in your ability to survive." Try selling to non-bookstore buyers, and you may become a whiz at it.

Elements of the Promotion Mix



Tips for Better Promotion

Not every difference is a differentiator. To be effective in motivating people to buy, the distinguishing characteristic(s) must be important to the buyer, superior to similar titles, communicable, affordable and profitable.

What if your title has no meaningful differentiating characteristics? Use your promotion to create one and distinguish yourself from competitors through some means that could be important.

The USP you communicate is important because it etches an image that occupies a meaningful and distinct competitive position in the minds of people in each of your target niches.



Answers to Your Questions About Non-Bookstore Marketing



You frequently talk about attending trade shows. These seem to be coming back after a hiatus. Where can I find information about upcoming shows?" Paula Jenner

A trade show is an event where specialized sellers display their products to a group of corresponding buyers over a period of several days. Hundreds or thousands of industry people -- including media people, potential customers, suppliers and networking contacts -- congregate at these expositions looking for new products, information, contacts and ideas.

Visit your local library for a directory of expositions called *Trade Shows Worldwide* (Gale Publications) to find a list of most major shows as well as their costs, dates and locations. Or, to find trade shows in many industries, go to **www.10times.com**

Depending on the books you are selling and your target markets, there are many conventions from which you could choose. You probably want to exhibit at a show with a specific audience such as the Natural Products Expo West, the Gourmet Products Show, or the Incentive Show.

How Sheridan Is Igniting The Spark To Keep Printing An Ongoing Art

By Laura Baker



Fresh out of college and in search of a job, I scanned the help wanted section of the newspaper (did I just date myself?) and emailed out my resume. Almost two decades and countless potlucks and cookouts later, Sheridan has become my second family. And with the way things constantly change in our industry, sometimes I feel just as green as I did on day one.

But the days of scanning the newspaper for a job are over, and as such hiring practices have become an all-out competition online. As labor struggles continue, especially on the manufacturing side, it's more important than ever to ensure we are encouraging future generations to keep the industry

alive and pushing forward.

I'm happy to report the labor issue at Sheridan seems to be turning a corner – though it may be a wide and long corner, and hiring is picking up across our locations. Could it be that the new workforce of today is just as taken to a juicy burger being cooked on the grill by our operations leaders?... I digress.

IGNITING THE SPARK

Here are a few of the many ways that Sheridan is igniting the spark in local communities to keep printing an ongoing art:

[Read more here](#)

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



If there are two or more hosts, continue speaking into the microphone as you turn your head to redirect your eye communication with the one asking the question. If you turn your head away from the microphone to speak to him or her, you will lose volume.

“Don't look down. It's distracting to me and it takes away from the interview if you're not able to make eye contact. If you're nervous about doing the interview, don't be. It's really painless.”

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



[Don't Judge a Book by its Price](#)

[By Brian Jud](#)

Deciding upon the price of your book may have more impact on your sales and profits than any other marketing decision. Yet some authors and publishers determine the price by matching competitive prices, multiplying the unit printing costs by eight, or pricing their book at what “feels right.” Any of those choices may negatively impact your operating income (OI). Instead, base your book's price on marketing strategy.

[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

The First Draft

The most important part of the first draft is getting it done. It doesn't have to be perfect. It doesn't have to look pretty. It doesn't even need to have all your facts and stories. It just has to get done.

Completing a first draft is a major accomplishment. You should be proud when you see it rolling off your printer. Put it aside for three days, and then reread it with a fresh view. If you're like me, you'll be surprised to see what you forgot to include. Chapters that seemed to flow when you first wrote them may need to be reorganized. Don't get discouraged. The great thing about seeing holes is you will see where to fill them.



This is all part of the writing process. Anne Lamott, in her classic book about writing, *Bird by Bird*, said all first drafts are –shitty first drafts. I agree. Once you have a first draft, you can clean it and polish it. But without that first step, nothing happens.




Do Readers Care That The Book Industry Has Some Issues?

By Brian Feinblum

Talk to most employees and freelancers at a book publishing company, and they will say they are overworked and underpaid. Just ask the striking folks at Harper Collins.

Talk to most writers seeking publication who can't get a literary agent, and they will claim the gatekeepers are missing an opportunity to publish a quality book. Just ask the millions of writers with rejected submissions this past year.

Publishing's workforce and the books it puts out don't reflect the makeup of America. Just ask a

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Diversity, Equity, and Inclusion activist.

There are challenges posed by right-wing book bans and by leftist woke cancel culture. Just ask anybody residing in the political extremes.

But if you talk to most book readers, they are as happy as can be.

[Read More Here](#)

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

you
said it

“The (APSS) webinar was very helpful and generated some good ideas for me.”

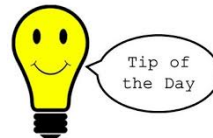
Cristina Whitehawk



[They Said It: Motivational Quotation](#)

No two people read the same book.

Edmund Wilson (1895 - 1972) US critic, essayist



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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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