

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

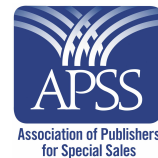
(The Association of Publishers for Special Sales - [Join Now](#))

As part of the APSS Take-Out Marketing Menu (with free home delivery), APSS is presenting free, virtual meetings again in March. Watch them live, participate and ask questions of the speakers. Here are the free, virtual APSS meetings scheduled so far in March:

TONIGHT, March 13 (6:30 pm ET): Use an Editor to Craft Better Books, by Katherine Pickett. All about editors: Who They Are, What They Do, and How They Can Help You. How can you be sure you found the right editor for your book? Veteran editor Katherine Pickett gives you the inside scoop on: What editors do; Copyeditors, proofreaders, and developmental editors; What qualifies someone to be an editor; What your role is when working with an editor; How you can save time and money throughout the editing process.

March 18 (10:30 am) Ask the Literary Agent. What's Changing in the Publishing Marketplace? Dennis Schleicher will answer all of your burning literary agent questions at this workshop. As an associate literary agent with Talcott Notch Literary LLC and a best-selling author, he has a wealth of knowledge to share! Learn what it takes to find an agent in today's changing market. Or do I even need an agent? Dennis will provide tips and guidance on how to

Three Free Webinars in March



March 21 (6:30 pm, ET) Breaking Free from Routine: How to Live a More Exciting Life, by Daniel Blanchard. Want to live an exciting life? Yeah! Sadly, too often, though, many of us are just going through the motions. And by just doing more of what we're already doing, we're just digging ruts that could someday be deep enough to be graves. Join TEDx speaker, award-winning author, educator, 2X Junior Olympian wrestler, and veteran of the U.S. Army and Air Force, Dan Blanchard, who will help you break free from your old routine and start living an exciting life. By the end of the presentation, attendees will be able to shift their paradigm to where doing big, scary things feels better than playing it safe and just going through the motions. So, get ready! Get excited! And start living your life! The link to join is <https://us02web.zoom.us/j/6762224705>

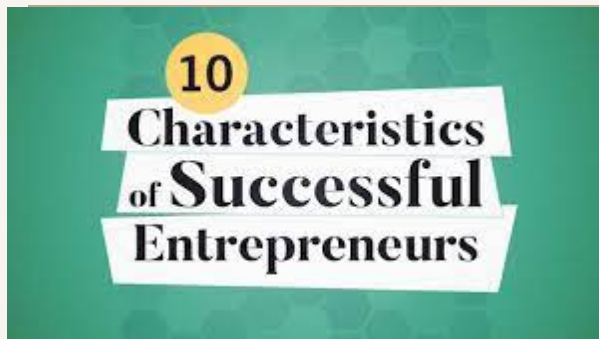
pitch yourself and your book and discuss the essential responsibilities that a literary agent position entails.

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



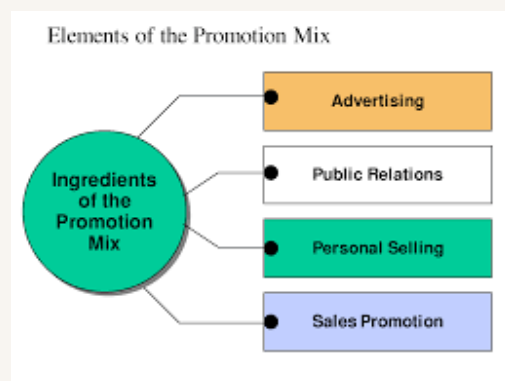
Ideas for Selling to Non-Bookstore Buyers, By Guy Achtezn

Each industry, organization and person has its own way of looking at the world. For example, publishers think people want to buy books and they only buy in bookstores/online. What buyers really want is the information in the book and how it can help them, and they want to purchase it conveniently. To paraphrase JFK, ask not what your customers can do for you, but what you can do for your customers. How can you redefine your perspective and communicate the benefits of your content to readers/buyers? How can you make it available where your target readers already shop? Bring your content to buyers in corporations, associations, schools and the military.



Tips for Marketing Strategy

Most publishers' annual goals are usually in terms of money: revenue, profits. However, money is not as critical as you may think. Money will come when you do everything else right. The most important attributes that lead to success are not always



Tips for Better Promotion

You have to pay for promotion before you receive the money from the expected increase in sales.

A reduction in your promotional budget

visible, and in some cases not even measurable.

Here are APSS' Top 10 "Must Haves" for success in book publishing (the order is different for everyone): 1) information, 2) skills, 3) contacts, 4) plans, 5) ideas, 6) accountability, 7) persistence, 8) attitude, 9) support, and 10) time.

may increase short-term cash flow but deny long-term revenue.

It is your responsibility to get your books off the shelves and into the readers' hands before they are returned. You do this by using publicity, advertising, sales promotion and personal selling to communicate the reasons for buying your book to the largest number of prospective customers in the shortest period of time.

The Very Idea

The sticky hooked spine of the common burr inspired the man who invented Velcro fasteners. The spinning wing feature of the elm seed served as a model for more efficient helicopters. Bell invented the telephone by imitating the ear.



What patterns in nature can you use to develop your idea? Is your content rooted in another context? Where else can you branch out (special sales)? Does your armadillo-like exterior protect you from nay-sayers?

Answers to Your Questions About Non-Bookstore Marketing

"What is a good first step in the special-sales process?" Bailey Ross

Now you know how to contact buyers in most retail and non-retail special markets, but that does not mean you should immediately start selling.

Don't just do something, *stand there*. You might get only one chance to sell to a major buyer and you could ruin your chances if you are unprepared. Avoid the *On Your Mark. Go. Get Set.* syndrome by planning what you are going to do before you do it. Take time to establish a foundation upon which you build a formidable marketing juggernaut. Then perform each step in sequence, as you would



Developing this intuition occurs with experience, but there is a way to accelerate the instinctive process. That is to get the information you need, and then manage and manipulate it into profitable marketing strategy. It sounds simple – and it is. But is it not necessarily easy.

climb a ladder.

You cannot effectively market your books to “everybody,” so a good place to start is to define the marketing arena(s) in which you will compete. When in the ring, boxers *sense* where they are in relation to the ropes and their adversary. This innate understanding helps them use the corners and boundaries strategically. As you develop this sixth sense about your marketplace you, too, will instinctively make better decisions.

[A Conversion Guide For International Publishers Printing In The U.S.](#)

[By Laura Baker](#)



Publishing can be tricky. And, if you are an international publisher sending work to the U.S. for printing, the terminology can sometimes add to the confusion – but it doesn’t have to.

That’s why we created this handy guide to understanding print terms, trim sizes, and text weights in the U.S., so that the product you receive matches your expectations.

Download your copy of the [UK to U.S. Conversion Sheet](#) today!

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

Talk shows, particularly those on television, have received mixed reviews. They have been denounced as the harbinger of tabloid sensationalism by some and proclaimed as the window through which we view life’s realities by others. One can make a case for both positions, and some shows may fit into either category at different times. Those opinions notwithstanding, many



talk shows educate viewers on the pros and cons of informative issues without resorting to melodrama.

- Regardless of your opinion of talk shows in general, an appearance on one can make good business sense. You can reach thousands or millions of people for fifteen minutes or more for free. This can translate into increased recognition and sales.
- Talk-show producers book guests who have information of interest to their viewers. Their objective is to create a memorable, provocative show that will increase ratings.



March Marketing Madness

By Brian Jud

Every March basketball fans are embroiled with Madness. However, while not all of us are so captivated with basketball we are all similarly obsessed with book marketing. There are so many marketing “bracket choices” available to authors that they become overwhelmed and do not know where to start or how to organize and implement an effective marketing mix. Until now.

Apply bracketology to book marketing by analyzing each of the four parts of a marketing mix: Promotion, Pricing, Distribution and Product Development. These are each depicted below and as one document suitable for editing here: <https://bit.ly/37tZx5z> . Complete the brackets as you would for the NCAA Final Four and at the same time your final marketing choices will set your Final Four marketing strategies and actions for the next three months.

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

When Doing Research for Your Book, Ask Good Questions

Good questions start with –how|| or –why. These are open-ended questions

because experts must provide detailed answers.

The opposite of this is a close-ended question, which can only be answered –yes|| or –no.|| For example, –Do you think people should eat cheese? The expert answers –yes|| or –no|| but offers no explanation. If you ask, –Why do you think people should eat cheese? you’ll get an answer with more detail and opinion.

What Do You Want to Learn?

Don’t ask questions for the sake of asking questions. Focus on information your readers will find interesting. If you don’t, they’ll stop reading. Chances are, if you are interested in the topic, your readers will be too!

In 1998 I thought Internet security would be a good topic for a book. Of course, I’m not an expert on the subject, so I interviewed dozens of experts for my book *Risky Business: Protect Your Business from Being Conned, Stalked, or Blackmailed on the Internet*.



Many experts were happy to offer information. They gave their time and advice graciously. Of course, no one asked to be paid. They realized their missions were to educate the public—and getting free publicity never hurts. Don’t be afraid to send emails to university professors or to researchers at think tanks. The latter want to get quoted because your book gives them more credibility, which helps them build their personal brands. The bigger their brands, the more they can charge their clients.

You actually help your sources, so don’t talk yourself out of contacting big names and important people. They need you as much as you need them.



How To Fight Book Censorship ASAP!

By Brian Feinblum

The censoring of books is completely out of control, becoming a cancer gripping the publishing world that needs to be stopped. Will you help do something?

Imagine if you are a beautiful person whom other people adore. Now, imagine someone coming in and making changes to your appearance.

First it is small stuff — your earrings get swapped out for a less shiny pair, toe nail polish color is changed,

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pants replace your short, body-forming skirt, and your long, flowing hair is crop-cut.

These changes were made at night, without your permission. You are told society will now like you even more, that a new generation will come to see you as attractive.

[Read More Here](#)

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

you
said it

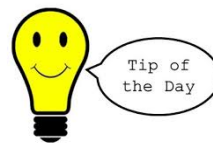
“I just wanted to let you know how pleased I am with the discount shipping program you have in place for your members.” (Editor: Visit PartnerShip.com/APSS)

Sandy Redburn, Crafty Secrets Publications



[They Said It: Motivational Quotation](#)

"To swear off making mistakes is very easy. All you have to do is swear off having ideas."
Leo Burnett



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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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