

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.

Volume 23, Issue 8 Number 527 April 10, 2023

More Benefits and Savings for APSS Members

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

Experiences of a Ghostwriter ,

by Tanya Detrik. From her experiences, Tanya will share how she became a ghostwriter, how the type of clients and books differ, her challenges and fee structure when creating a project quote, and the complexities and rewards involved in ghostwriting.

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 working on a third.

Tanya Detrik's first book, *Waking Up with Nora*, 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.

APSS Webinar
TONIGHT, April 10
(6:30 pm ET)



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.

She is the mother of two, grandmother of three, and a resident of Middlebury CT. She can be reached (on the Web) at <http://tanyadetrik.com> and email at tanya@tanyadetrik.com

The link to attend the presentation is <https://us02web.zoom.us/j/6762224705>

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

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

An article in the *Wall Street Journal* describes podcast-to-book successes, “a growing industry niche as publishers



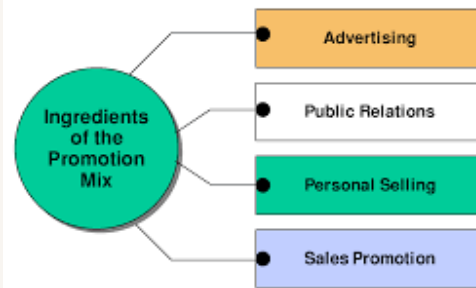
seize on the audio medium known for eclectic voices, relatively low production costs and fervent fans. After years of making YouTubers and social media stars into authors, publishers are now doing the same for podcasters.” In addition, podcast producers are “looking at their shows as proof-of-concept vehicles aimed at securing screen and publishing deals.”



[Tips for Marketing Strategy](#)

Do you remember the 4 Ps of marketing from your college classes: Product, Place, Price and Promotion? These are all aimed at target buyers. But those look at marketing from the seller’s perspective. Instead, think of your Customers (your target) from the perspective of the 4 Cs of book marketing. Instead of Place, think Convenience (location, location, location). Have your books available where your Customers shop (airport stores, supermarkets, gift shops, etc.) rather than only where you want to sell them (i.e., bookstores). Content (v Product) recognizes that people buy what you have to say, not the physical book. Communication that engages your prospective customers (and gets them to act) rather than promoting *at* them. And Cost (v price) is what buyers consider, especially in non-retail sales (corporations,

Elements of the Promotion Mix



[Tips for Better Promotion](#)

Publicity strategy answers several questions. What will you include in your press release? To what media will you send it? On what shows will you schedule media appearances? Will you hire a publicity firm to do that for you?

You will be more successful if you reach your target market in a variety of contexts by combining an assortment of publicity opportunities.

Publicity increases awareness and credibility through a third-party testimonial.

Your promotion should have news value to it, stimulating incremental exposure in other media.

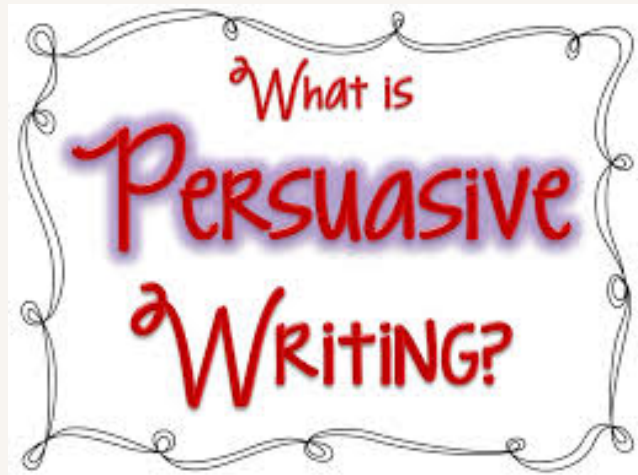
Get the attention of journalists by turning an ordinary event into something extraordinary by the strength of your promotion.

associations, military, etc.)

[The Very Idea](#)

Each year the average person sends about 40,000 words by email. For reference, that's nearly equivalent to the word count of *The Great Gatsby*. (Readers Digest) Are your words effective in persuading people to buy your books? If not, see my article "How to Write More Persuasive Marketing Copy" (among many other free articles) at

<http://tinyurl.com/85o9f3k> Scroll down to the Promotion category.



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

"What is a good place to start selling to special-sales buyers?" Dena Gehret

Many authors and independent publishers lament, "I have 5,000 books in my garage. How can I get rid of them?" Their original dream of selling large quantities of books through traditional bookstores is shattered, like being awakened from a pleasant sleep by an ominous sound. If you find yourself in this situation there is still hope. You can sell your books to new buyers in special markets at any stage of a book's life cycle.

Selling to special markets may be no different from what you are doing now selling to bookstores particularly in the non-traditional retail sector. Hesitation in pursuing new sources of revenue is usually caused by 1) thinking bookstores are the only places in which to sell books and 2) not knowing where or how to find new markets, companies and buyers to which your books could be sold.

Getting started is easy. Simply acknowledge that there is a potential opportunity for selling large quantities of books in



Sometimes publishers overlook these hidden sales opportunities because they are blinded by tradition. "I've always done it this way" has become their mantra, its soothing familiarity lulling them into a feeling of security befitting the passengers of the Titanic as they began their journey.

segments other than the brick-and-mortar and online bookstores. What and where are these mines of cash? They are all around you, but you probably overlook them because they do not have canyons of bookshelves. They are disguised to look like corporations, associations, home shopping networks, book clubs, schools, catalogs, gift shops, retail stores, government agencies, military bases, supermarkets and drug stores.

[Here Are A Few Marketing Strategies to Promote Your Books And Reach Your Target Audience Effectively](#)

[By Mitchell Davis](#)



Some of the most successful marketing strategies you can use include:

- Targeted media outreach: Crafting a tailored media list and reaching out to relevant journalists, bloggers, podcasters, and other influencers who cover books in the genre or subject matter. This helps secure reviews, interviews, and features that can boost the book's visibility.
- Email marketing: Developing and managing email campaigns targeting subscribers and potential readers to share book news, promotions, and behind-the-scenes content. Email marketing is an effective way to keep readers engaged and encourage them to share the book with their networks.
- Author websites: Designing and managing a professional author website, including blog content, book excerpts, event details, and media coverage. An engaging website can act as a central hub for all book-related information and help establish the author's brand.
- Speaking engagements and events: Securing speaking engagements, book signings, panel discussions, and other in-person or virtual events for authors to connect with readers and promote their book. Publicists often coordinate with bookstores, libraries, conferences, or literary festivals for these opportunities.

- **Social media campaigns:** Utilizing social media platforms like Twitter, Facebook, Instagram, and LinkedIn to create buzz around the book, share author updates, and connect with potential readers. Publicists often use social media advertising, hashtag campaigns, and targeted posts to reach the right audience.
- **Blog tours:** Organizing virtual book tours where authors visit a series of blogs, websites, or social media platforms over a specific period to share guest posts, interviews, or participate in Q&A sessions. Blog tours can generate buzz and help authors connect with readers.
- **Book giveaways and contests:** Collaborating with bloggers, influencers, or platforms like Goodreads to organize book giveaways or contests. This strategy can create excitement around the book, generate reviews, and increase the author's mailing list.
- **Partnerships and cross-promotions:** Collaborating with other authors, organizations, or businesses to develop partnerships that benefit both parties. This could include joint book promotions, blog swaps, or co-hosted events.
- **Book trailers and video content:** Creating engaging book trailers or video content to showcase the book's premise, author interviews, or reader testimonials. These visual assets can be shared on social media, YouTube, or the author's website.
- **Awards and accolades:** Submitting the book for literary awards, bestseller lists, or other recognitions to increase credibility and visibility in the market.

These strategies are not one-size-fits-all; publicists typically develop a customized marketing plan based on the specific needs and goals of the book and author. The most successful campaigns often employ a mix of these strategies to reach a wide audience and create a lasting impact.

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



Do not memorize what you will say on the air. You will not seem spontaneous if you do. Instead, remember a few acronyms that will remind you of what to say. Here is an example of how these could be used during an interview:

Host: What is the biggest mistake people make in their search for employment?

Guest: The fatal mistake most job seekers make is not planning their search before they start. This may surprise your viewers, but the job search is as simple as PIE. This is an acronym to show people they must plan their campaign before they implement their actions. Then they must evaluate their progress to make sure they are heading in the right direction. The letter "P" stands for the word Plan. For example, in the past I simply sent my resume to the people advertising in the newspaper and waited for a response. Then I learned....

Host (trying to change the direction of the interview): It's easy for you to say it's as simple as pie, but what do you tell the person who has just been laid off and is afraid of what might happen?

Guest: That's a good point. Many people begin to worry as soon as they are laid off. Instead, they should learn to control their FEAR and apply their energy in a positive way. This is another acronym to remind people to control their finances, emotions, actions and subsequently their results. To demonstrate what I mean, let's look at the first word in this acronym. People can control their finances by...

Host: That all sounds nice, but doesn't the constant barrage of rejection drive an unemployed person's attitude into the ground?

Guest: That's an excellent point. Continuous rejection in a job search can make people lose their self-esteem. To keep this from happening, people must become DEAR to themselves. Before applying for a position, the job seeker must discover what he or she wants to do ...

Host: Well, Brian, our time is about up. Could you summarize before we close?

Guest: Your viewers should remember that their job search can be as simple as PIE if they just learn to control their FEAR and become DEAR to themselves.

If the host gives you an opening to summarize, just go back over your three big points and then you say, "Thank you" and graciously leave.

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

How Non-Bookstore Marketing Is Different from Trade Marketing

By Brian Jud



You are familiar with the process of selling books through bookstores, bricks and clicks. But there is another way to sell books, and it could be more profitable for you. That is special-sales marketing -- also called non-bookstore marketing or non-traditional marketing. It is the process of selling books to buyers other than through bookstores.

[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](#)

Stories are the skin that brings your message to life. Your background might not include storytelling as a means of communication. Or you might come from a world of numbers (e.g., charts and graphs), or a world of commands (e.g., dos and don'ts) or a world of processes (e.g., do this first; do that second). Those are fine ways of communicating in certain situations. And certain people learn by certain methods, so you should definitely use these instructional methods at the right time.

However, I strongly suggest you use stories as well because:

- People like to read stories.
- Readers are moved by stories.
- Stories persuade people.
- People remember stories.



[Do Writers Have What It Takes To Succeed?](#)

By Brian Feinblum

How do authors write the books that they believe in, get them published, and ensure they are marketed strongly? I have a few clues to share with you.



 Share This Email

 Share This Email

 Share This Email

I have been promoting authors over a span of 12,000 days. Think about how many conversations I have had with authors, the news media, publishers, literary agents, bookstores, librarians and other partners in the book marketing ecosystem. It must be over 100,000. I have learned what it takes for authors to be successful at writing, publishing, and marketing their books.

It may very well come down to this:

[Read More Here](#)

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

you
said it

“I am thrilled with the wonderful savings we have been able to take advantage of as a new member of APSS. Thank you very much.”

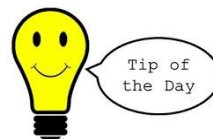
Rev. Diane Harmony, Universal Harmony, Inc.



[They Said It: Motivational Quotation](#)

“Only put off until tomorrow what you are willing to die having left undone”

Pablo Picasso



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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