

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](#))

Display your book(s) at the Beijing Book Fair – Save with the APSS member discount



APSS has an agreement with Combined Book Exhibit (CBE) to display your book(s) at major book fairs around the world. Now you can show your book(s) to attendees at the Beijing Book Fair (Jun 15 - 18, 2023) – one of the largest book fairs in the world.

Attendees can purchase your books on the spot. Tens of thousands of potential buyers attend this show – and your book(s) will be accessible to all of them. And you do not even have to be there!

Every Chinese child is required to learn English when they enter school which puts English language content in high demand. The Beijing Book Fair is attended by over 30,000 people each year. In attendance are publishers, distributors, literary agents, consumers, digital media companies, film and production companies and bookstores.

- Your book(s) is displayed face out, visible to all attendees
- CBE creates a catalog listing full contact information and it is

- Print Book Display (per title, per show) - \$165
- Ebook Display (per title, per show) - \$165
- Print/Ebook Combo (per title, per show) - \$200
- Full Page Advertising in CBE Exhibit Catalog (per catalog) - \$350

The deadline to register for Beijing is May 8, and you can register at <http://tinyurl.com/y7bpzgd> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

And consider your display at the US Book Show, Plus a FREE Display at New York Library Assn - May 23 - 25, 2023. (**Registration Deadline: May 15, 2023**) No display copies required (Virtual Only) (<http://tinyurl.com/y7bpzgd>)

handed out to potential rights buyers. You can also provide your own order forms/ promotional materials.

- The exhibit is staffed by experienced representatives tasked with the responsibility of selling the rights for each book.

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



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

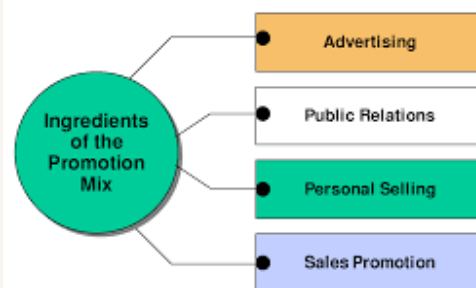
Did you ever participate in a sport, such as tennis or golf? If so, you probably recognize the analogies to book marketing. Both convey lessons of patience, failure, humility, dedication, sportsmanship, practice, small improvements, success, missteps, mental error, luck, fate, doing everything right and still not getting the desired result immediately. But we keep doing both activities. And we must.



Tips for Marketing Strategy

Giving away ebooks for free or charging \$.99 for them defines the

Elements of the Promotion Mix



Tips for Better Promotion

Instead of remaindering, create a publicity event to give away books. This could assist in establishing contacts among people in the media, opening the

value you place on your content. Give buyers a reason why they should pay for your content. Follow Intuit's advice to "Delight, don't dilute." Instead of selling greatly discounted ebooks, one at a time to consumers, you can sell them to non-traditional buyers in large quantities. They can give them away as a promotional item. You can make more money, reach more people and still maintain the value of your content

door to future coverage.

A publicity-generating event is an opportunity to communicate a consistent message to a group of prospective buyers with the intention of making them aware of and interested in your book. The word *event* connotes something special, something out of the ordinary and therefore worthy of additional news coverage.

Create a publicity event by finding groups and organizations in need of your books. These could include prison libraries, shelters, nursing homes or hospitals. The good will and contacts you create will be worth more than the money you would make through remaindering.

The Very Idea

Let loose. One day a satellite design team got into a really whacky mood and made fun of their product. They were zany, crazy and off the wall. The meeting was a great success and many new ideas were generated. The next week, everybody was in a serious mood and no new ideas were generated. The moral: having a little fun stimulates your creative juices.



Answers to Your Questions About Non-Bookstore Marketing

"What is a good tip for closing a sale?" Charles Roser

Two key issues in most negotiations are price and delivery date. Buyers want to pay a low price and get quick delivery for a large-quantity order. As the seller, you want a higher price and more time to deliver.

Assume you eventually agree on a price and



You may be better off in several ways. First, the shipping cost is probably less than the loss exposure, so there is no change in the price. In actuality it increases

delivery date in three months. But what if you note anxiety on the customer's face and ask what is wrong? With further probing you may discover that if delivery is delayed and books are received in more than three months the company will miss an important promotion period and would lose significant revenue. More importantly, the buyer will be blamed.

Congratulations. Now that you have the hidden objection on the table you can begin to create a solution. You know that you can print the books and *most likely* deliver them in three months. But that is not good enough. You could ask the buyer if the company has discounted shipping agreements with trucking firms. If the answer is *yes*, suggest that they pay for shipping with their trucker with guaranteed delivery in less than three months.

your revenue since you are no longer paying for shipping. Second, you have made your contact very happy, opening the door for future business. And three, you are no longer responsible for glitches in shipping.

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

[By Mitchell Davis](#)



Many podcasters welcome contact from book publicists to discuss books and author interviews. Here's a list of some notable platforms, their websites, and Twitter handles:

- So Many Damn Books: A podcast featuring author interviews and book discussions.
Website: <https://www.somanydamnbooks.com/> | Twitter: @SoManyDamnBooks
- The Writer's Co-op: A podcast about the business of writing and the writing life.
Website: <https://www.thewriterscoop.com/> | Twitter: @WritersCoopPod

Please note that not all influencers and platforms have dedicated websites or Twitter handles, and their focus, availability, and reach may have changed since my knowledge cutoff in

- The Reading Women Podcast: A podcast discussing books by or about women.
Website: <https://www.readingwomenpodcast.com>
/ | Twitter: @thereadingwomen

2021. It's essential to research and tailor your approach when contacting influencers to ensure it aligns with their interests and audience.

- The Book Riot Podcast: A weekly news and talk show about the latest happenings in the world of books and reading.
Website: <https://bookriot.com/listen/shows/the-book-riot-podcast/> |
Twitter: @BookRiot

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



One advantage of radio over television is your book will be in front of you as you speak. But you will lose credibility if you take time searching for a particular quotation or fact to substantiate your point. Facilitate your search by using bright-colored sticky notes and markers to highlight major passages to which you can refer quickly. This will save time searching for the information while under pressure to respond. If you stop speaking while searching for the appropriate detail, the host will interject with his or her opinion on the topic. One thing the host will not allow is dead air (periods of silence).

"There are two things a guest can do to really destroy the show. The first is to give only yes or no answers. The other is to come in, laden with papers, and shuffle through them before answering." Laura Kittel, producer of *The Brad Davis Show*, WDRC-AM, Hartford, CT

[Should You Rely on Intuition](#) [When Making Marketing Decisions?](#)

[By Brian Jud](#)

As publishers, we make decisions every day that impact the future of our business. And as small-businesspeople we tend to rely on our experience and gut feelings rather than upon



external objective data. But by relying too much on intuition we reinforce the assumed precision of our decision, and possibly inhibit innovative thinking.

Trusting your gut when making marketing decisions is not bad in itself. The problem is that if you have not tested your intuition by going against it periodically, how do you know if it is helping you make the right decisions? You may only be reinforcing your closely held preferences.

[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](#)

Many of my clients say they don't have time to write a book. I completely understand. After my first book was published by a professional publisher, I asked my editor if he'd be interested in another book called *101 Businesses You Can Start on the Internet*. He loved the title and told me to write the book—fast—because the next big trade show was 90 days away. He wanted to show buyers he had a manuscript ready to be published.

My original thought was I would have a lot of time to write the book and fit it in while I was doing my day job of publicity. But I knew I couldn't do 101 interviews in just 90 days. That would equal more than one interview every day for 90 days.

That doesn't sound hard for an experienced writer like me, but you have to realize there's a lot of work that goes on behind the scenes to get the interview in the first place. You have to find suitable businesses, find the right people to ask, set appointments to interview them, interview them, transcribe interviews, and edit transcripts. That's a lot of time. If I had six months—180 days—it would have been hard, but doable. Having only 90 days made the task seem impossible.



I love solving problems. How could I make this work? This idea came to me: I'd find companies and ask if they wanted to participate. If they did, I'd send them a questionnaire. They'd complete it. I'd edit it.

Then I tweaked it one step further. I included the questionnaire along with the request. This worked.

Not only did I have enough material for a book, but since all questions were the same, readers could see how people in different industries responded. There were similarities and symmetries to the process that made the information easy to access.

The book was such a success that two things happened. First my publisher asked me to write a sequel, *101 Successful Businesses You Can Start on the Internet*; then a publisher in Brazil bought the rights to the book for his country and published it.

What Is the State Of Libraries For Authors Today?

By Brian Feinblum



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Do libraries mean anything for writers today? Are libraries still needed by an Internet-driven society? Can libraries continue to survive and thrive?

Yes. yes. Yes.

Libraries are still a big, vital place for an educated populace to gather. Authors should reach out to libraries to speak and sell or donate their books.

[Read More Here](#)

You Said It: A Member's Comment on APSS Benefits

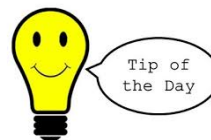
you
said it

“We did enjoy the APSS conference. Now if our heads do not explode with knowledge we can put a few things into practice.”
Nadine Yawn



They Said It: Motivational Quotation

“You gotta try your luck at least once a day, because you could be going around lucky all day and not even know it.”
Jimmy Dean



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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