

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](#))

Media Training Tips for Publishers and Authors: Andrew Blum of Avon-CT based AJB Communications will speak to APSS members about media training for publishers and authors. The session will include tips about how to be prepared for media interviews about your book. A Q&A will also be included.

Here are a few of his tips:

Don't over-promote your book in an interview

Make sure you know how to do a Zoom call

Look the part – dress well -- perception counts

Keep up with the news – there may be a PR hook for your book

**Media-Training
Webinar on April 15
(10:30 am ET)**



Andrew Blum, a former journalist, has been a media trainer for 25 years. He has also done publicity for more than 40 books. The link to join the meeting is

<https://us02web.zoom.us/j/6762224705>

To Your Success,
Brian Jud
Executive Director, APSS
BrianJud@bookapss.org

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

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

Sri Shivananda (Chief Technology Officer, Paypal) regards authors as key sources of insight. "It's people I never met but I get the opportunity to have a conversation with through their



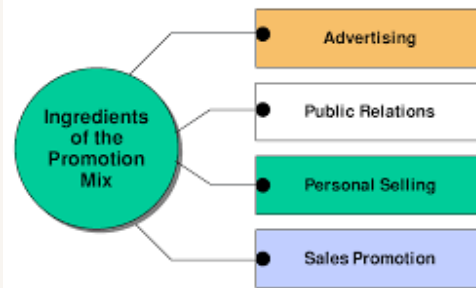
literature.” He likes Patrick Lencioni’s book, “The Five Dysfunctions of a Team” for its emphasis on finding positives in negative situations. Do you have a book with appropriate content that you could send to him?



[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 is the least expensive and perhaps most productive of the promotional strategies used by independent publishers to generate exposure for their books.

Most publishers define publicity as press releases and reviews. While these are important pieces of publicity, there is much more to it.

Good publicity positions your firm and titles appropriately. It creates positive awareness, informs, instructs, announces and corrects a mistaken perception.

Publicity can be accomplished through the use of endorsements, letters to the editor, backgrounders, case histories, newsletters, bill stuffers and all the elements of effective brandstanding.

associations, military, etc.)

The Very Idea

Have fun when you brainstorm. During a creative session, a team of engineers got into a really wacky mood and made fun of their project. Their comments were off the wall. The meeting was a great success many new ideas were generated. The next week everybody was in a serious mood and no new ideas were generated. The moral is that having a little fun can stimulate your creative juices. What wacky things can you do for your book? When selling your children's book through supermarkets, could you change the cover to make it look more like a cereal box?



Answers to Your Questions About Non-Bookstore Marketing

**"What is the correlation between price and delivery when negotiating?"
Joseph Kellogg**

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 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 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 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.

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.

[17th Edition Of *The Chicago Manual Of Style* Comes Full Circle For Sheridan](#)

[By Laura Baker](#)



The latest edition of the Chicago Manual of Style has come full circle for Sheridan. The circle began when work on the 17th Edition was underway and Peter Olson, then Sheridan Senior Copyediting Coordinator,* served as an Advisory Board member.

As a seasoned veteran of the publishing industry—with over 20 years of experience copyediting and developing editorial and technical style guides—Olson made several suggestions that made their way into the 17th Edition, including citation formats for retracted journal articles and journal articles that use content ID numbers versus traditional page ranges, as well as a few new entries in the manual's glossary of terms.

[Read more here](#)

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

Do not lose your self-control and do not argue with a caller. State your case professionally and back up your remarks with facts. Tell irate callers you understand what they are saying without agreeing with them. If a caller becomes argumentative or profane, the host will usually cut him or her off.

"Some of the best advice I ever got was, 'Always say it with a smile.' Be nice even if it kills you."



(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)



[The "-ize" Have It](#)

[By Brian Jud](#)

Too many independent publishers use the Christopher Columbus method of planning. They do not know where they are going. When they get there, they do not know where they are. And when they return, they do not know where they have been. This is not a good way to run a business. You can avoid this situation by writing a strategic, functional plan to market your books. For a view of a new planning formula, look through these “ize.”

[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](#)

No one likes to hear bad news, but I’d rather hear bad news from a friend than from my publisher—or Amazon critics. Book coach Mark Levy did his client a favor when he told her: –You don’t have a 300-page manuscript. You have a thirty-page manuscript written ten times.

Mark Victor Hansen, cocreator of the *Chicken Soup for the Soul* series, told dozens, if not hundreds, of people to read and grade each potential story. The authors depended on feedback from their target readers to find the best stories.

Spencer Johnson, MD, said he revised *Who Moved My Cheese?* more than a dozen times after it was published as he received feedback from readers. He wasn’t satisfied to rest on his laurels, even though the book sold more than 20 million copies.

You can get feedback from two great



Beta Readers

When you feel confident about the quality of your book, you can show it to beta readers. Beta readers are volunteers who read a draft of a book and give their honest feedback on what works, what doesn’t work, and what is missing. They differ from a peer review. Peers are experts who look for technical flaws. Instead, beta readers are your target readers.

Beta readers provide an invaluable service to authors because they offer unique perspectives authors don’t have. Authors, after all, aren’t the target reader. Beta readers want to learn and have their questions answered. If they

sources: your peers (peer review) and from your ideal readers (beta readers). This chapter will show you how to get the most from those people so your book goes to the next level.


Peer Review

How do you know if your ideas are solid? Ask your peers—mastermind partners, colleagues, professors, and even competitors (although I prefer the term –co-opetition). They will challenge your assumptions and tell you what you got wrong or left out. Hearing their comments can be brutal, but your book will improve after this review. You don't pay them. One day, you'll return the favor and review their books.

don't understand something, they will tell you.

For example, my beta readers told me about boring case studies, exercises that weren't clear, and over-the-top self-promotion. They also told me what they liked!



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Messages That Sell Books

By Brian Feinblum

What does an author need to say to sell a book?

Whatever it is that one needs to hear --provided it is not a lie and won't endanger that person.

So, what do people need to hear?

It's what they want to hear, something that meets their needs, serves their desires, supports their values, and makes them feel good --mentally, spiritually, or physically.

Think about it.

You can reduce life to a few dozen topics or areas. Then, you need to position your book so that your message aligns with one or more of these topics.

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

you
said it

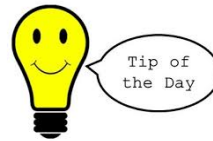
“No matter how much you know there is always more to learn. This (APSS) conference taught a great deal about getting books sold out of the normal channels.”

Mel Cohen, Inspired Authors Press, LLC



[They Said It:
Motivational Quotation](#)

“You are what you are by what you believe,”
Oprah Winfrey



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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

Book Marketing Works. LLC
Box 715, Avon, CT 06001
www.bookmarketingworks.com
BrianJud@bookmarketing.com
(860) 985-5908

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