



THE SALES INFORMER

Association of Publishers for Special Sales

A monthly e-zine dedicated to helping APSS members sell more books to more buyers, more profitably.

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Here is your July 2014 issue of *The Sales Informer* ezine. We intend this to help APSS members sell more books to non-bookstore buyers. This newsletter is sent only to paid APSS members. If there were any problems with this delivery, please let me know.

Attend the Second Annual APSS Sales Conference

(Update from the Executive Director of APSS - Brian Jud)

Do you want to sell as many books as Random House sells?

The 2014 APSS annual book-selling university will be held on October 24-25 in the Embassy Suites Hotel at the Philadelphia airport. The keynote presentation by John Groton former Vice President, Special Markets, Random House

There will be different topics, speakers and events to help you sell more books in large, non-returnable quantities.

You can get six free bonuses if you register for APSS book-selling university by September 15. Here are some of the offers for early-bird registrations:

- **A free book-cover makeover.** One person from all early registrants will be chosen for a free book-cover makeover by renowned cover designer Kathi Dunn. This is a \$1495 value!
- **A \$200 eBook conversion credit** on a print order placed with Sheridan that exceeds \$2,000. The print order must be placed by May 1, 2015 and the \$200 eBook conversion credit will expire July 30, 2015.
- **A 5% discount coupon** for any print order placed in 2014 with McNaughton & Gunn

Two days of action-packed workshop sessions will include presentations from proven leaders in the special sales industry. Some of the topics include: Selling books to non-bookstore retailers; how to make large-quantity sales to corporations; and using LinkedIn.com as a technique to sell books.

**"I learned so much at the APSS conference! It was truly a very worthwhile event."
Tana Thompson, 2013 APSS conference attendee**

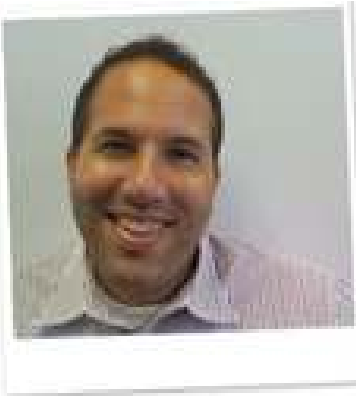
For more information or to register please visit <http://tinyurl.com/kxucber> or contact Brian Jud at (860) 675-1344 or BrianJud@bookapss.org

Top Ten Tips for Your Sales Success -- From APSS

Top 10 Examples of Visual Aids for Sales Presentations

1. Charts and graphs
2. Flip chart
3. Your book
4. Props
5. Handouts
6. Black/whiteboards
7. Websites
8. Music
9. People as props
10. PowerPoint slides

Book Marketing Blogging Tips For Authors By Brian Feinblum



1. If you don't have a blog today, start one now. Don't wait, don't debate it, don't bullshit yourself into thinking you don't want one, that you can't find the time, that you have nothing to say.
2. If you have a blog, make sure you are blogging at least two or three times a week, and five to seven if possible.
3. Your blog posts do not have to be very long -- sometimes just 300-500 words will suffice. But it's good to alter your blog post length so that readers see a varying depth to what you have to say.
4. Determine what you generally will blog about and start to map out your own editorial calendar. Try to work at least a week in advance of publishing any post. The more material you can write and save up, the better you'll be for times when you are busy, or on vacation, or just tired and brain dead.
5. Look at other blogs -- decide what you like and don't like about them and then incorporate the best elements into your own style.
6. Have catchy headlines for each post -- that's what draws people in and helps you with SEO.
7. Feel free to fill your blog with content from others. Perhaps you post interviews there or you comment on the blogs or articles of others. Or you have guest bloggers post something.
8. Be yourself and form a blogging persona. Will your voice be one that is witty or angry or sad? Will you be an advocate or an educator? Will you entertain or inform? Will you invite debates and push buttons or will you tell stories and share ideas or advice? Just how provocative do you feel comfortable being?

9. Edit carefully and be sensitive toward choices.
10. Know the difference between fact and opinion, truth and lies, news and features.
11. Respond to those who post comments on your blog.
12. Be willing to experiment.
13. The blog helps define your brand, so make it consistent with whatever else you do or seek to accomplish.
14. Litter your content with good keywords.
15. Your blog is not a substitute for a Web site or Facebook page. You need all three.
16. Design your blog well:
 - Short paragraphs
 - Use headers and bullet points
 - Bold key items
 - Provide lists and number items
 - Use a readable font
 - Add relevant images

Lastly, if you read your post just before publishing it and you feel like it doesn't wow you, don't post it. There's too much mediocre, ordinary, or boring content circulating. Don't add to that. Write something that sticks out, that you feel passionate about, and that you can envision others liking enough that they feel motivated to share it with others.

Brian Feinblum's views, opinions, and ideas expressed in this blog are his alone and not that of his employer, the nation's largest book promoter. You can follow him on Twitter @theprexpert and email him at brianfeinblum@gmail.com. He feels more important when discussed in the third-person.

APSS Conference Spotlight -- Dan Poynter

Opening Speaker at the APSS 2014 Sales Conference

October 24 – 25, Philadelphia, PA



Dan Poynter is an author of more than 100 books, has been a publisher since 1969 and is a Certified Speaking Professional (CSP).

He is an evangelist for books, an ombudsman for authors, an advocate for publishers and the godfather to thousands of successfully published books.

His seminars have been featured on *CNN*, his books have been pictured in *The Wall Street Journal* and his story has been told in *The New York Times*. The media come to Dan because he is the leading authority on book publishing.

Dan travels more than 6,000 miles each week to share, inspire and empower writers, publishers and professional speakers through keynotes and seminars.

Take advantage of the Early Bird Special. For more information, please visit <http://tinyurl.com/kxucber> or contact APSS Executive Director, Brian Jud at (860) 675-1344 or BrianJud@bookapss.org.

Meet A Member - Mary Shafer



Mary Shafer of Bucks County, Pennsylvania, has been an independent publisher since 2005. It was an unintentional move, after the group that was to publish her next book went bankrupt just two months before it was to go to press. Not wanting three years of her life to go to waste, she realized she had the skills and experience to publish it herself, and Word Forge Books was born (wordforgebooks.com). She built her company along the lines of Brian Jud's book, "Beyond the Bookstore, selling mainly outside the trade. Mary immediately joined the Publishers Marketing Association (later the Independent Book Publishers Association – IBPA). She served as president of its regional affiliate, the MidAtlantic Book Publishers Association (MBPA), from 2010-2012. Mary has been involved in book publishing since 1990, first as art director and interim editor for NorthWord

Press, then as partner in the now-defunct Lost River Press. Her first book was published by Heartland Press in 1993, her second by Willow Creek Press in 1995. Her books have won several industry awards. Mary recently launched The Indie Navigator, a consultancy offering business and marketing strategies for authors and indie publishers. Learn more at IndieNavigator.com

APSS Tip for Making Persuasive Sales Presentations

One thing all presentations have in common is human interaction. They are part of a process, a course of action during which "me" and "them" become "us" working on the same team. Use your presentation to form positive, sincere relationships where mutual respect and trust overcome questions about the likely viability of your proposal. People buy from people they like and trust. Your sincerity and belief in your proposal can establish those feelings.

APSS Tip for Finding Potential Non-Bookstore Buyers

If your potential buyer is at a retail establishment you actually have two persons of interest. The first is your customer, the person who purchases your books from you. The other is the customer of your customer, and these can vary widely within a target segment. For example, the customer at a Hallmark store is different from a person who patronizes a Spencer Gifts store. A museum gift shop will carry different products than will a hospital gift shop. Buyers at these places will seek different items to sell to different customers for different reasons.

APSS Tip for Negotiating Large-Quantity Orders

Children know that if they really want a hamster to first ask for a pony. As the parents dissuade the child from wanting a pony, they are making the case for getting the hamster. This may seem an oversimplification, but the basic concept holds true. Seek breakthrough results rather than incremental ones. Make bodacious recommendations that may by themselves seem impractical, but that put your more realistic claims in the proper perspective.

For example, as the negotiation nears its conclusion, you may be asked to pay a penalty for late delivery of your books. Your prospects probably think you have three options. If they feel that you do not want to lose the order they expect you to accept their terms and seal the deal. Second, you could reject the penalty and lose the deal, but their confidence makes them believe this is unlikely. Most likely you would choose a third option and try to negotiate a lower penalty, different timing of delivery or reduce the number of books ordered so you can be more confident of an on-time delivery.

But because you prepared properly you know the delivery dates for different quantities of books. If you feel confident that you can meet the initially proposed delivery date you could respond with an offer to pay a higher penalty if delivery is delayed. This unexpected reply will most likely catch them off guard. While you still have them in a quandary, add that you would also expect a bonus for early delivery.

What's The Big Idea?

Editorial by Brian Jud

Sometimes it feels like the money you are spending is going in deep hole with no apparent results. Since most of us have limited budgets, it is necessary to perform some marketing triage.

Look at the five major areas of marketing. Did you **plan** your efforts? Returns, 90- 120-day payment periods, distribution fees can all wreak havoc on cash flow. Is your **product** in the right form (printed book, ebook, audio book, other)? Is your **price** correct? Remember when selling in special markets you are not competing against other books, but against coffee mugs, apparel, watches, etc. Your price must compete with those prices. Are you using the best **distribution** channels to reach all retail (gift shops, supermarkets, specialty stores, discount stores) and non-retail (corporations, associations, schools, military) segments? Did you implement an assorted **promotional effort** using the right amount of publicity, advertising, sales promotion and personal selling?



Evaluate your actions to determine what is working and what is not. Then do more of what is working. Do not be too quick to pull the plug on those actions (i.e., publicity, special sales) that have a long lead time between implementation and results.

APSS Partner Profile



Bookmasters

Bookmasters, based in Ashland, Ohio, is one of the largest integrated providers of publisher services in the world. For more than 40 years, Bookmasters has offered services to publishers and authors such as printing, print book warehousing and distribution, eBook conversion and distribution, editorial and design, and marketing.

Bookmasters opened in 1972 with a primary focus on offset book manufacturing services. In the 1980s, Bookmasters expanded to offer composition, editorial, and design assistance, as well as book storage, book order fulfillment, and book distribution services. Bookmasters later completed the publisher services cycle by adding a marketing services division and an eBook conversion, marketing, and distribution division.

After being family-owned and operated for more than 40 years, Bookmasters was purchased in July 2013 by Castle Harlan Inc., the New York-based private equity firm whose current portfolio of companies includes Baker & Taylor, the world's largest distributor of books and entertainment products to libraries and retailers.

All under one roof, Bookmasters can help publishers and authors in any stage of the book publishing process take their work from conception to the trade.

Unlocking Writer's Block

By Jeff Davidson, MBA, CMC



Writer's block hangs heavy over the heads of many career professionals. If writer's block is a problem for you, the following suggestions may help you to get started:

Outline Your Ideas

Producing a one-page outline, or writing as little as ten key words on a page, can guide me through the preparation and completion of an article. Devote a block of time to simply preparing article outlines or chronological sequences that can later serve as a useful tool when you're ready to write the full-blown article. Novelist John Grisham once told me that the outlines for his books are highly detailed. Once he actually starts writing, however, his job is easy because he has a wonderful guide the whole time.

Visualize Yourself as a "Published Author"

Imagine how the phrase, "a published author" will look on your resume, brochure, or Website. By visualizing the rewards of writing and getting your article published, you can break out of the chains that hold you back and get started on an article that you can finish today.

Clear Your Workspace

Get rid of everything except what's needed to write your article. People often have trouble writing because their desk or workspace is a mess and not conducive to creativity. Recognize that during the time you're preparing an article you need to tune out distractions. Working on a clear surface is an effective way to do this.

Write for a Few Minutes

And see what happens. Forget all the excuses. Set an alarm for 5 minutes, sit down, and start writing. Often you'll find that you don't want to stop after a few minutes. Getting started is the key obstacle to writing productively. If you can master this "few-minute technique," you'll develop a habit that will blast the term "writer's block" out of your vocabulary.

This technique is so effective that even if you can't complete the article at the initial sitting, you'll finish faster and more easily than you would have otherwise.

Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information.

**Amazon and Twitter Make it Easier to Buy Books via
#AmazonCart
By Scott Lorenz**



A new way to use the power of Amazon and Twitter together was announced recently that should help authors sell more books. It's called **#AmazonCart** and it combines the best elements of Twitter with the shopping and buying power of Amazon.

The way it works is that whenever anyone sees a tweet containing a product on Amazon and wants to purchase they simply reply and type the hashtag **#AmazonCart** and the product is automatically and seamlessly added to their shopping cart on their Amazon account.

Amazon then responds on Twitter and by email with a confirmation message that the item is resting in the shopping cart. In order to use this tool, available only to Twitter users in the U.S. and United Kingdom

("AmazonBasket" in UK), the user must connect their Twitter account to their Amazon account. I fully expect that **#AmazonCart** will be readily accepted and used by impulse buyers. The purchase can be made instantly without switching to Amazon, entering a user name and password, searching for the item and adding to the cart.

Instead of liking the product and thinking about buying when done on Twitter, the potential book buyer simply adds the item to the shopping cart and continues reading and sending tweets. This makes it even easier to buy books and other goods while online and is expressed well by its marketing slogan, "Add it Now. Buy it Later."

Twitter is not getting any revenue for adding this feature but is adding the tool as a forerunner of its expected venture into ecommerce in the near future. And the tool does help keep users on the Twitter site longer if they use it for shopping as well. **#AmazonCart** will most likely increase revenue for Amazon one would hope. The significance is that authors who already promote on Twitter will now want to make sure to add the Amazon URL to all Tweets. That'll make it much easier to get closer to actual book buyers who see your Tweets and get inspired to buy. It's really at the perfect inflection point of inspiration and decision so start doing it today!

It would be good to experiment now with **#AmazonCart** to become familiar with it as a sales tool because in the near future Amazon very likely will also reach a deal with Facebook and/or Google Plus. So if you are selling on Amazon now it is a no-brainer that you will benefit from the ease that **#AmazonCart** offers to impulsive buyers.

It's been said that upwards of 70 percent of items placed in shopping carts on retail sites don't make it to checkout. But it still is important to get your book off the shelf and into the cart by using the Amazon URLs. As they say in hockey, you can score unless you SHOOT!

For anyone wanting to rely on **#AmazonCart** to sell content attention must be given to ensure that the product description provides all the information the consumer needs to push the order button. Beyond the sale, on-page content in Twitter also can result in product reviews or book reviews.

Mediabistro has already tracked the use of **#AmazonCart** and found that several authors are signing up by including a line in their Twitter content to simply reply and type in the hashtag.

Goodreads also has taken note of **#AmazonCart** and suggests it can be very helpful for self-published authors. "Self-published authors can now use the social media network to sell books directly to their fan base," stresses Michael Kozlowski, editor-in-chief of Good e-Reader. "Often books are for sale via the Kindle Store or physical titles using Amazon Createspace, or even the audiobook edition via Audible. Authors can now tweet product links out to their followers or pay famous people to endorse the link to their book. This is a brand new marketing vertical that all authors should be embracing."

The Bottom Line: **#AmazonCart** will help authors sell books. Start including your Amazon URL in your tweets. Do it today! Watch this video for more information. www.Amazon.com/AmazonCart

Learn more about Westwind Communications' book marketing approach at <http://www.book-marketing-expert.com> or contact Lorenz at scottlorenz@westwindcos.com or by phone at 734-667-2090. Follow Lorenz on Twitter @aBookPublicist

Who Wants Your Tips Booklet?

Paulette Ensign



Millions of tips booklets have been sold over the years. They are written by people who most of the planet has never heard of, people unknown to the greater world. The authors might be known within their profession or industry, yet even there, fame is not required for success in selling tips booklets. Then what really matters?

The reason anyone buys your tips booklet or anybody else's is the hope, wish, dream, and expectation that your booklet is a path to the desired results. It's that desire for results - THAT is the reason anyone buys your booklet.

That buyer does not care that you are the founder or president of your professional association or that you've won a long list of awards in your field or that you've been in business since just before dirt was invented or that they never heard or saw your name anywhere before the moment your booklet was in front of them.

Those items in your biography may initially grab the attention of the buyer, though it is not a necessity. It is not what makes them buy. It may not even be what makes them look. A benefit-rich clear booklet title is what makes them look and evaluate what you've got. Content that gives them results they want is what makes them buy. And that's it! Simple as that.

Think about the last time you bought something - anything. It could be a household product, an office supply, a garment, a personal care item, a piece of equipment for your business, a gift for family or friend - anything. Did you even consider who invented it much less their credentials in their field or how long they had been doing whatever it is they do or how well they do it?

No, not even close! You evaluated the item based on whether it would give you the result you thought it might. Even the price often comes in second in the priorities when you think about buying it. Haven't you ever spent more than you planned to because you really believed something would give the result you wanted?

You might be stopped in your tracks right now about writing a tips booklet because the story roaming around your head is that you have only been in business however long it's been and you're not among the higher echelon in your field. Think back on what you are reading here. Reflect on your typical buying habits, which are likely to be a variation on the theme of many people, whether buying for personal improvement or business reasons.

ACTION - Revisit the title of your booklet. Is it clearly results-oriented? If not, revise it. This is true for all the information products you create, in any format. Your buyer of your booklet, audio, ecourse, or anything else expects you to deliver the results they want. They want to improve their personal life, promote their business' products or services, expand their messages' reach, or have some positive result that is different than what they have. THAT is why they buy your product.

Is There a Better Way to Run Your Business?

By Brian Jud



Your business model is the result of the decisions you have made to generate sales, earn revenue and manage risks. The business model of choice for most authors and publishers is to sell books through book retailers (bricks and clicks) and perhaps to libraries. This choice is usually made because “it’s the way we’ve always done business,” rather than a calculated decision based business, competitive and market analysis.

However, according to BookScan, 93% of all new books do not sell more than 100 copies. Perhaps thinking about different ways of selling your books might be necessary, or at least considered.

You do not have to make enormous changes to your current model to exploit opportunities. All you may need is little exploration into optional ways to reach your objectives. For example, in addition to selling books only through book retailers and to libraries, why not investigate other ways to generate sales? Items on your list might include corporations, associations, schools and even the military. There are also retail stores other than bookstores through which you could sell your books. These include gift shops, airport stores, supermarkets, discount stores and warehouse clubs.

Think about other ways in which you could implement your marketing plan. Then reflect on how you could apply your existing strengths and resources to them and become more profitable. Amazon.com provides a good example of how revising and updating a business model can place a company in a better position to exploit opportunities and maximize long-term sales, revenue and profits.¹

Jeff Bezos founded Amzon.com in 1994 with the goal of using the Internet to revolutionize the way in which books were sold. Development during the early years required vast amounts of cash, so the company persuaded distributors and publishers to carry slow-moving inventory. However, these partners could not keep up with Amazon’s meteoric growth and quick-shipment promise. In 1997 the company reversed course and began to build its own warehouses.

As time went on, Bezos recognized that his early model would not sustain the growth he desired. He also understood the need to diversify and spread the risk. Around 1998 Amazon expanded from books into music, video and games. These were logical modifications of Amazon’s business model since they utilized the same logistics capabilities that books did.

Not all business-model adaptations are successful. In about 2001 Amazon built upon its earlier diversification and hosted the websites of, and performed fulfillment for, Toys “R” Us, Borders and Target. As history has shown, this was not destined to be a profitable strategy.

In 2005 Bezos and his team went back to the basics, but per-item shipping costs were becoming a deterrent to sales. Over the protestations of many top executives, Amazon introduced a shipping subscription rather than paying for individual shipments: Amazon Prime. This move also encouraged impulse purchases.

During this time period, Amazon ventured into on-demand book publishing with the acquisition of BookSurge and CreateSpace.

Still driven to update its business model, Amazon began expanding into computing services, including storage and cloud computing in 2005. This move demonstrated the fact that focused business models are most effective when they appeal to distinct market segments with clearly differentiated needs. So

¹ These facts were taken from the book, *The Everything Store: Jeff Bezos and the Age of Amazon* by Brad Stone

between 2008 and 2010 Amazon acquired two companies in vertical markets: Diapers.com (baby products) and Zappos (shoes).

The growth of Amazon.com from one person's idea into an enormous retail juggernaut was the result of regular, strategic adaptation to market changes and evolutionary opportunities. In other words, they re-evaluated and modified their business model. You can do the same with a little attention to finding alternative ways for selling your books.

*Brian Jud is the author of **How to Make Real Money Selling Books** and now offers commission-based sales of books to buyers in non-bookstore markets. For more information contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 673-7650; brianjud@bookmarketing.com or www.premiumbookcompany.com @bookmarketing on Twitter*

How Corporate Buyers Use Books as Promotional Items

Guy Achtzehn



Just as individuals have a variety of reasons for purchasing your books, businesses also have diverse reasons for buying them. Your goal is to create an engaging pitch targeted to each potential customer. Just think about the companies in your channels of distribution.

People at each level of the distribution network have a unique reason for buying your books, and a plea to an incorrect appeal will not motivate them. The key to persuading each to carry your books is to show them why it is in their best interest to work with you. For example, when selling to the buyer at a retail operation you could demonstrate that your superior promotional plan would bring more people into their stores, increasing their inventory turns and profitability. However, an appeal to profitability would not entice a librarian to purchase your book, nor would it persuade a college instructor to buy it as a

textbook. The key is to match the appropriate benefit to each prospective customer's reason for wanting to own it.

To demonstrate this concept, assume you are selling a book containing information about child safety. Choose the benefit in the right column that corresponds to the customer in the left column.

- | | |
|---------------------|--|
| 1. Car manufacturer | A. Help patrons keep their families protected |
| 2. Distributor | B. Use as a premium to sell more cars |
| 3. Parent | C. Help students learn how to stay safe |
| 4. Librarian | D. Your promotion will make their sales people more productive |
| 5. School teacher | E. Keep children secure and safe |

Answers: 1B, 2D, 3E, 4A, 5C

Guy Achtzehn is president of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com

Upcoming APSS Webinars

Free for APSS Members

August 7: How to Catapult Your Brand (or Yourself) Into a Starring Role!

Teleseminar Featuring: TSUFIT

It's noisy out there! Making it in today's overcrowded marketplace depends less on baking a better bagel and more on branding it, less on having a Harvard MBA and more on being a star! It's all about capturing the scarcest commodity of all—your audience's attention! If you've never heard TSUFIT speak before, you're in for a treat. In this fast paced engaging (hilarious!) presentation, this former comedienne will share her Secrets of Stardom, provocative tips on getting seen, getting heard and getting yourself and your business noticed! In this powerful talk, you'll learn:

- How to attract clients in just 30 seconds!
- The 3 biggest mistakes most entrepreneurs make and how to avoid them
- How to figure out what you're really selling (It's not what you think!)
- The 16 words and phrases you should ban forever!
- How to be a star in business and in life!

Recently featured in Entrepreneur Magazine, TSUFIT is the author of the hot award-winning book, *Step Into The Spotlight! : A Guide to Getting Noticed*, which has been endorsed by many New York Times best selling authors, including Tom Peters, Jack Trout, Jay Conrad Levinson, Al Ries, Les Brown and many others. After 10 years as a Dean's List litigation lawyer, TSUFIT left law for the limelight, performing comedy on national television and gaining international attention for her debut music CD. TSUFIT is now an irreverent marketing strategist who coaches entrepreneurs, authors, coaches, speakers & CEOs to be stars!

August 7, 6:00 – 7:00 pm Register at <http://tinyurl.com/n562j7c>