



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.

Volume 2, Issue 8, Number 16 August 2014

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 Book Selling University

(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

Dan Poynter will kick off the program with a discussion about why bookstores are not good places in which to sell books.

Early-Bird Discount: You can get six free bonuses if you register for APSS book-selling university by September 15. Here are three 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.

"The conference delivered good content and accomplished bringing people together to build relationships that will last them for years to come."

Larry DeKay, 2013 APSS conference attendee

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

APSS Tip for Finding Potential Non-Bookstore Buyers

Marketing to corporate buyers requires that you sell directly to experienced purchasing people. These buyers interact with competent, professional salespeople every day. You must come across as committed and prepared in order to complete a sale, and that begins with knowing what you will do and say before you come face-to-face with someone who can buy your books in large, non-returnable quantities.

Top Ten Tips for Your Sales Success -- From APSS

Top 10 Ways to Reduce Nervousness During Sales Presentations

1. Practice before each presentation
2. Arrive early
3. Memorize your opening and closing, but not your entire presentation
4. Use note cards to keep you on track
5. Prepare more material than you think you can use
6. Know that your listeners want you to do well
7. Believe you know more than the audience does on your topic
8. Do not tell jokes or try to be funny
9. Get to know some members of the audience before you speak
10. Have a handkerchief ready if you perspire

Turning Words Into Money By Brian Feinblum



Can you turn your words into money? Here are a few thoughts to consider:

Blogging

If you want to make money blogging, use Wordpress. Focus on a niche topic, meet a need, have a clean design and easy navigation, and have a strong “about” page. Create good content on a frequent basis and share with others by creating a blog mail list. Make sharing easy by using one-click sharing buttons for Twitter, Facebook, and other popular sites. By building up an influential or widely-read blog, you are now positioned to:

- Write and publish books or downloadable content that you can charge for
- Get advertisers and sponsors

- Sell products as an affiliate
- Use your platform to earn consulting gigs
- Be invited to be a speaker
- Influence others
- Create a paid course -- online or in-person
- Offer a paid-membership community
- Hold seminars

Resources to consult include:

BoostBlogTraffic.com
 MakeALivingWriting.com
 DailyBlogTips.com
 Problogger.com

Freelance Writing

Write content for various people and places such as a business website, a non-profit organization's training manual, or a magazine article.

Professional Writing

You can write ad copy, marketing brochures, press releases and other service-industry documents.

Publishing

You can write books or create content for printed or digitalized media outlets.

There are many ways to write for money and there are sources that can fund your writing, including:

Grants (FundsForWriters.com/grants)
 Crowd Sourcing (Kickstarter, IndieGoGo, and RocketHub)
 Ad Sponsors

Lastly, your writing can earn you money as a result of the brand you build for yourself. Words mean something, and if you get lucky, they can translate into money.

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 Tip for Making Persuasive Sales Presentations

How do you create a true emotional connection with your prospects? It begins with a planned, professional, sincere, well-supported and delivered description of your recommendation to solve their marketing problem. The goal of every presentation should be to conclude with a win/win solution that includes your book as the core element.

APSS Conference Spotlight -- Kathi Dunn Speaker at the APSS 2014 Sales Conference October 24 – 25, Philadelphia, PA



For over 25 years, Kathi Dunn (known as one of the country's top book cover designers) has created bestselling book covers and information products that authors, speakers and experts use to build their brands and businesses. Kathi is passionate about book cover design and approaches each as if it is the only book in the world. Her prestigious list of clients includes Tony Robbins, Ken Blanchard, Jack Canfield, Deepak Chopra, Mark Victor Hansen, John Edward, and Sylvia Browne, as well as HarperCollins, Simon and Schuster, Prentice Hall, Ballantine, Hay House, Pearson, and Scholastic. Her design firm has received hundreds of awards.

Meet A Member - Jill Ronsley



Jill Ronsley — book editor, book designer, e-book formatter and publishing consultant — counts *New York Times* bestselling authors, budding writers, mainstream publishers and self-publishers on her international client list. Genres include nonfiction, fiction, self-help, children's books, poetry and business books. Her own book, *10 Steps to Publish & Succeed: How to Put Your Best Book Forward*, is a 5-star, no-fluff manual for self-publishers, with a chapter dedicated to marketing and book promotion online and offline; other topics include editing, book design and image preparation for books. Many of the titles she has contributed to have won awards for design and content.

Founder of Sun Editing & Book Design, Jill is a member of the Bay Area Editors Forum, the Canadian Authors Association, SCBWI and Adobe InDesign User Groups. She has been interviewed on numerous Internet radio shows and podcasts on the subject of self-publishing and book promotion. She has presented workshops and spoken about publishing to writers' groups and students in New York, Vancouver and London, England. An award-winning editor, she has worked for Canada's leading glossy lifestyle magazines, *La Dolce Vita* and *City Life*. She managed a small independent bookstore for several years and has a passion for art, music and travel, as well as yoga, meditation and healthy living.

Discount for APSS Members: *10 Steps to Publish & Succeed: How to Put Your Best Book Forward*, is available from Amazon and other booksellers. Jill is offering APSS members a 30% discount. To avail of this offer, visit <https://www.createspace.com/4345232>, click "Add to Cart" and enter the discount code: 7Q59UECT.

APSS Partner Profile -- CIPA



Colorado Independent Publishers Association (CIPA) is an all-volunteer nonprofit association of independent book publishers, authors, future authors and related publishing service providers. Founded in 1992, CIPA's mission is to encourage cooperative efforts and the free exchange of information, experience and expertise to help members prosper in the publishing field.

The organization hosts 9 meetings every year that feature presentations from experts in the publishing, marketing, and publicity fields.

CIPA's annual book awards, the EVVYs, celebrate its 20th year in 2014 with a record number of entries – over 200, in 47 categories.

Correction: In last month's *Sales Informer* this column erroneously stated that Bookmasters offers marketing services. This is no longer the case, so please refrain from contacting them on that subject.

What's The Big Idea? Editorial by Brian Jud

What is your definition of *special sales*? Many define it as “everything outside of bookstore sales (bricks and clicks). While that is basically true, it is not specific enough to direct your selling activities. An unclear definition makes it difficult to get started.

It will be easier to begin if you simply divide “special sales” into two parts: retail and non-retail. The retail segment is comprised of outlets such as supermarkets, discount stores, airport stores, gift shops and specialty stores. You sell to them through distributors and wholesalers, and most sales are returnable.



The other part is non-retail, and is made up of corporations, associations, schools, government agencies and the military. In most cases you sell to them directly, and sales are non-returnable and in larger quantities.

As Mark Twain said, “The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one.”

APSS Tip for Negotiating Large-Quantity Orders

Discuss not only what your counterparts want, but find out *why* they want it, or why they do not. Let's say you are negotiating a large-quantity sale with a buyer at a company that wants to use your book as a premium to increase its sales. You have agreed upon a price that is satisfactory to both parties, but the buyer is still balking at signing the agreement. Uncover the hidden objection by asking a series of questions. The bottleneck may not be price or quantity, but timing.

Begin by enumerating areas of agreement. "We've agreed that using this book as a premium can help your company increase sales significantly above its cost. Correct? And we've agreed that the price is fair, right? Is it accurate to say that the shipping charges are acceptable, and the delivery date coincides with the promotional blitz you intend to conduct in November? Then what is it that is keeping us from agreeing to this proposal today?"

Here, the prospect might say, "Yes, all that is correct. But my budget is shot for the rest of the year. I can't spend any more money until January 1 of next year."

You could reply, "You mean that if we can delay payment of the books and the shipping charges until next year, you will OK the agreement today?"

If the person says "yes," you have the order. You are now getting the person to agree only to a lesser point. He or she is no longer discussing the price or quantity, but the timing of the check to send you. You can then arrange one of several solutions: 1) delayed billing from your printer, 2) an invoice presented today but dated January 1st, 3) acceptance now of a check dated January 1st of next year or 4) any other mutually agreeable solution that will get the books into the company's hands.

Add a % for your "trouble" such as 1) a price increase to cover the interest your printer will charge you for extended billing, or 2) an added bonus of X% if sales of the company's sales exceed the forecast by a specified amount, or something else that increases your revenue by making the concession.

Marketing Claims that Overstate Your Case

By Jeff Davidson, MBA, CMC



The temptation among aspiring authors to embellish their marketing literature with grandiose claims is widespread. I've observed that newbies whose credentials are still developing sometimes are prone to make grandiose claims on self-published books such as, "The world's leading ..." "One of the most popular..." or "The #1 book on..."

Use of absolute terminology such as *best*, *first*, *most*, *most outstanding*, and *greatest* are difficult to prove and generally are fallacious. Put yourself in the shoes of a others. If you speak professionally, is a bureau going to take a risk by submitting your material, strewn with superlatives, to a meeting planner who has perhaps seen and heard it all? Even with meeting planners who are relatively new in the position, the flags go up the moment they receive literature adorned with grandiose claims.

What about when you're not employing absolute terms such as first or best, but your descriptive literature nevertheless come off as grandiose? Consider the following:

- * One of the fastest rising stars in the industry...
- * Among the world's leading authorities on...
- * Outstanding content...
- * One of the most sought after authors...

Problems abound with this type of terminology as well because, on its face, the information is unsubstantiated. If you can succinctly answer the fundamental question, "according to whom," then you might have something. Did an industry magazine refer to you in such a way? Do you hold a confirming trademark? Does a professional association, in print, regard you as their industry guru? Has your book actually appeared on the *New York Times* Best Seller list (and not as a one-day Amazon phenomenon that you orchestrated)?

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.

Writers' Conferences Put Authors on the Road to Success

By Scott Lorenz



There are several good reasons why writers should invest the time and effort required to attend writers' conferences.

Attending a writers' conference only takes a few hours or days at the most, a few bucks, and a little effort to register and arrange travel and lodging, but the payoff can be big.

If the book you are working on is almost finished, attending a writers' conference gives you a great chance to network with other authors, pitch your book, learn about the major publishing houses, meet book editors and book marketing specialists. If your book is six months or a year from being

finished, you can meet people who will give you ideas on shaping your book and give other advice to help you wrap up when you return home.

Or maybe you have been working on your book for a few months and are feeling unsure about whether you really can be a published author. Attending a conference is a good way to get a reality check from book editors or literary agents who can give you a professional opinion on your plot and characters and help you determine whether you are on the right track.

Most important, attending a writers' conference provides you with a great opportunity to learn about the publishing business by purposeful interaction with insiders. Some conferences offer an opportunity to get honest and helpful professional assessments from book editors that will be more than worth the cost and effort of attending the conference.

Of course, you will want to prepare for any writers' conference you attend by having a plan of what you want to find out and what you will do while there. You will want to develop an elevator speech pitch of your book that you can deliver in one minute. Have handouts available such as promotional bookmarks or book covers, or a one-page written pitch with website URL, email, and one paragraph book summary.

Now that you are ready, here are some writers' conferences in the coming weeks and months you should consider attending:

- San Francisco Writing for Change Conference
Sep 6, 2014
<http://sfwritingforchange.org/>
- Kentucky Women's Writers' Conference
Sep 12, 2014
www.pw.org/content/kentucky_women_writers_conference_1
- Southern California Writers' Conference
Sep 19-21, 2014
www.WritersConference.com
- Florida Heritage Book Festival & Writers Conference
Sep 25 - 27, 2014
www.fhbookfest.com
- St. Augustine Writers Conference
October 2-7, 2014
<http://staugustinewritersconference.com/>

Castle Rock Writers Conference
Oct 3-4, 2014

- Write on the Sound Writers' Conference and Pre-Conference
Oct. 3-5, 2014
<http://www.writeonthesound.com/conference/pre-conference-workshops>
- New York Writers Workshop: Pitch Conference & Workshops
Oct 10-12, 2014 Nov 7-9, 2014
www.newyorkwritersworkshop.com
- Chicago Writers Conference
Oct 24-26, 2014
www.chicagowritersconference.org/
- Los Angeles Writers Retreat
Feb. 2-6, 2015
[www.pariswritersretreat.com/Los Angeles Writers Retreat.html](http://www.pariswritersretreat.com/Los_Angeles_Writers_Retreat.html)
- Florida Romance Writers Conference
Feb. 5-9, 2015 (this event is on Royal Caribbean's 'Liberty of the Sea')
www.frwriters.org/fun-in-the-sun-conference/

Bottom Line: Attend a writers conference of interest to you and be prepared to enjoy the benefits of meeting other writers, acquiring knowledge you can use immediately, learn about different genres, find a new market for your book, elevate your professional effectiveness, meet editors, agents and publishers, become inspired and return home energized. Hopefully we will meet at whatever writers' conference you select because although I have been in the book promotion business for many years I still can't pass up the opportunity to attend a good writers' conference. See you there!

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



You have stayed in touch with your booklet prospects on a regular basis and sometimes it feels like you're pushing a rock up hill to make a sale. You see your booklet as the perfect match for so many of your prospect. They said so, too. Yet they have taken no action.

Worse yet, this situation seems to be the norm rather than the exception in your business lately. And you know in your heart of hearts that it's worth hanging in there, that what you have truly is useful, it is produced well, priced appropriately, and sooner or later the tide will turn.

One day it happens. It had nothing to do with the time of year, the economy, the ink color on your booklet cover, the last conversation you had with the decision-maker, or anything you can point to logically or otherwise. The stars and planets aligned, and that's the best you can say.

All of a sudden the orders start pouring in. Your phone rings off the hook. Your email Inbox has one email after another asking how quickly you can ship thousands of copies of your booklets.

You scratch your head wondering what the heck happened. What did you do? Was this all

a bad dream and you just woke up?

In fact, while the experience was far from pleasant, you did do something. You somehow stayed in front of that buyer. You stayed in the game. You didn't bale out. Now that he or she is ready for what you have, you are there and have been there all along. It may be your periodic phone calls, email, ezine, or some other way of staying in front of them. They were not ready to buy before. Now they are. As simple as that sounds, that can be the entire answer.

Days and months can seem like years and decades. And sometimes it is! Depending on your commitment and the systems you have in place, your otherwise excellent tips booklet and the related products and services you have on your topic are available when the buyer is ready.

You can get as creative as you'd like in your efforts to prompt sales, with discount offers, with using the most currently accepted promotional methods, with every idea your creative mind can devise and execute. The truth is the client buys when they are ready, and not a split second before. Sometimes when the phone doesn't ring, all it means is that the phone didn't ring.

ACTION - Stay in contact with buyers you feel are the best match for your products and services, including your tips booklets. Generate a variety of related products and services so your buyers have enough choices without having so many that they are overwhelmed. Explore other industries and audiences so you have enough options to thrive in your business and so you are there when people are ready to buy what you've got.

Are you Up to the TASK of Selling More Books?

By Brian Jud



In a recent discussion here, I was asked, "How many authors are up to the task of selling 1000 books?" My immediate (unpublished) response was, "If you can't sell 1000 books, why bother publishing?" But upon more thought, that flip response would have been a great disservice to those who really want to sell 1000 books, but do not know how. The word "TASK" struck me as a perfect acronym representing four areas that I believe need attention in order to be successful as an author. Each requires much greater description than below, but this may give foundering authors food for thought. Two of these characteristics are internal (TA), while two can be acquired (SK). Attend to each and I

believe your ability to sell 1000 or more books will be greatly enhanced.

Time. There are two ways to look at this concept. First, hundreds of thousands of books are published every year and you have to stand out from his crowd. It takes years to build significant sales, especially those to corporate buyers. Second, many authors also have day jobs, so time utilization (vs. management) is a factor.

Attitude. The years it takes to slowly build sales can erode one's attitude. During this time, authors are in a constant internal struggle as expenses outpace revenue, at least in the beginning. Couple that with frequent rejection (or being totally ignored) and one's attitude slips little by little until most become overwhelmed give up.

Skill is the ability, coming from one's knowledge or practice, to do something well. Most authors are skilled at writing. some at publishing and fewer at marketing. While all three are required to publish

successfully, most are not skilled at (or do not like) marketing. But this is the most important element to successful publishing. The greatest book in the world will not sell if people do not know it exists or why they should buy it.

Knowledge is the application of education. It begins with an understanding of what it takes to make a book successful. Read, attend seminars, webinars and conferences (<http://tinyurl.com/kxucber>), network, research your topic and study new ways to market your book. Then do it.

Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. company 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

Be Prepped Guy Achtzehn



If you ask book publishers what they are selling, their obvious answer is, “A book, of course.” Book publishers think of their products in terms of books. Their authors write manuscripts on topics of interest to them. These manuscripts are published as hardcover or softcover books and sold off the shelf through bookstores. That is why so few books are profitable.

Know what you are selling

Each sentence in the previous paragraph is an example of incorrect marketing. First, “If you ask book publishers what they are selling, their obvious answer is, “A book, of course.”

Then take a look at the sentence, “Book publishers think of their products in terms of books.” Their answer should be, “At the printer we make books, but in the stores we sell (hope, adventure, romance, healthy bodies, happy retirements ...). Describe your product in terms of how its content helps people benefit in some way.

The fact that publishers produce “...hardcover or softcover books” refocuses attention on the physical book. Instead, think “form follow function.” Your content should be delivered in the form most desired by your readers and corporate buyers. This could be a book, an ebook, an audio book or other format.

Do not sell what your book is, but what it does.

Know to whom you are selling

Now look at the sentence, “Their authors write manuscripts on topics of interest to them.” That is a perfect example of marketing backwards. Instead of thinking, “Write about what you know or love,” think, “Write about what your target readers want to know.” Many books remain unpurchased and unread because the consumers do not care about what was written. A manuscript resulting from the thought, “I have a great idea for a book,” will rarely sell as well as one evolving from the thought, “I learned about a new trend for which little information is available. I’ll look for an author knowledgeable on that topic to write a book.”

Book marketing starts with readers – people who are (or could be) interested in a particular topic. The more you know about who those people are, where their interests lie and what is currently satisfying that need, the more likely you will publish a winning product in the proper form.

Take this one step farther in the corporate arena. To sell to these buyers, you must know which ones could be interested in your content and how it could help them sell more of their products, or help them train, motivate, educate or reward their employees.

Know where those people shop and congregate

Now look at the sentence, "...sold off the shelf through bookstores." Your target readers may not frequent bookstores. If potential buyers will not come to you, you have to go to them. And you cannot do that unless you know where they shop and congregate. And if you think only in terms of selling through bookstores you will miss the enormous opportunity represented by corporate sales.

Organize your prospective buyers into manageable groups, segments of your overall potential market, each with its own idiosyncrasies and opportunities. Then choose those with the greatest opportunity and begin selling to them.

Guy Achtzehn is president of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers. He is also a speaker at the APSS Book-Selling University to be held in Philadelphia on October 24-25. For more information or to register please visit <http://tinyurl.com/kxucber>. Reach Guy at guy@msgpromo.com.

Upcoming APSS Webinars

Free for APSS Members

How to Sell Your Self-Published Book to a "Real" Publisher **By Shel Horowitz**

September 11 --- 6:00 – 7:30 pm ET

Commercial publishers get hundreds of submissions a week--why should they choose yours? Understand what mainstream publishers are looking for, and set things up to give it to them when the time is right--ideally, even before you go to press with your self-published edition: You can get a better advance, better contract language, and better treatment. But even if you've already done your book, you can take specific steps to improve your marketability if you'd like to be published by a bigger house.

Three of Shel Horowitz's four commercially published books--with Wiley, Simon & Schuster, and Chelsea Green--started as self-published. As a book shepherd and book marketing expert, Shel helps your book find its best markets. <http://www.frugalmarketing.com/publishers.shtml>

Sign up at <http://tinyurl.com/onlz3hw>

Making Persuasive Presentations For Large-Quantity Sales **(Part Two of this Three-Part Series)**

By Brian Jud

6:00 – 7:30 pm ET September 25

This is the second of three webinars about selling your books in large quantities to corporate buyers. At some point you have to meet face-to-face with the buyers and tell them why they need to buy your books. You will be more successful selling books in large quantities if you organize and give your sales presentations effectively. In this webinar Brian will show you how to write a proposal and prepare a

professional, successful sales presentation. Then he will cover simple ways to make your presentation and convince more prospects to buy. This process is effective for both fiction and non-fiction titles.

Sign up at <http://tinyurl.com/m8dvbqr>