



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 September 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.

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 woke up at 2:15 am buzzing with all the new ideas I learned. That was just after the first afternoon! A hands-down must for authors determined to make money from their book and for independent publishers wanting to expand their business. Thanks very much!"

Laura Larson, 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

APSS Tip for Finding Potential Non-Bookstore Buyers

Before searching for buyers, create a detailed profile of your most promising potential customers -- those who have a real need or desire for your products or services. A maternity store specializing in professional wear, for example, may identify its target customers as 25- to 40-year-old pregnant, married women in the legal, financial, and real estate industries, within a ten-mile radius of the store. A bike shop with a focus on single-track mountain biking gear might define its target customers as 18- to 25-year-old single males living within two miles of the local university.

The link to the recording of the August 28 90-minute webinar, "Part One: How to Find Potential Buyers in Non-Bookstore Markets," is www.bookapss.org/ProspectingAugust2014.wmv

Top Ten Tips for Your Sales Success -- From APSS

Top 10 Tips for Speaking On the Telephone

1. Use a land line, not a cell phone
2. Enunciate clearly
3. Maintain proper volume
4. Do not speak in a monotone - vary your vocal delivery
5. Do not speak too quickly or slowly - use pace strategically
6. Use examples that are important to your prospect
7. Stand up when speaking
8. Smile
9. Listen when others talk - take notes
10. Allow your passion to come through

(Every Thursday find a new "Top Ten" list on the APSS home page at www.bookapss.org)

Turning Words Into Money By Brian Feinblum



There are scores of tips I can share with you about giving media interviews that sell books and make an impact, but I believe if you focus on these 10 you will be ready to take on the world.

1. Don't mumble, whisper, ramble, go off topic, act crazy, or sound like an infomercial.
2. Speak with energy, passion, emotion, conviction, awareness, sensitivity, humor, and confidence.
3. Look to inform, enlighten, entertain and inspire.
4. Know the media outlet's demographics and speak to their needs and desires. Be relevant.
5. Raise an idea, issue or point and back it up with a fact or statistic and a real-life example or analogy.
6. Practice and have notes to help you get through the interview.
7. Focus on identifying your key points and then sharing them at every opportunity.
8. Ask for an action step, such as giving people a reason to buy your book or go to your Web site.
9. Go out on a limb -- you have little to lose. You don't score points for being conservative or reserved. You need to be on the offensive, seizing every opportunity to score a knock out. Act out of a sense of urgency, desperation, and even fear.

10. Show the benefits of your message. Paint a picture of how you offer a resolution to someone's problem. You need to create an enemy that only you can defeat.

The media loves a good personality, controversy, news, shock, extremes, oddities and anything that makes you ask questions. Be the guest or interview subject that makes things exciting and amusing.

A media interview is your chance to shine. Say something memorable and people will not only remember it, they will share it, and act on it. Say the norm, the typical, or what everyone else says or expects you to say, and you really say nothing.

An interview with the media is your chance to make an impression, not play it safe. You can't be defensive or protective. You'll need to feel the burden of saying something witty, interesting, unusual, or news-worthy, because the truth is you need to move people to buy into your message. You need to tease them into wanting to know more, and to invite them to your world.

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

Corporate buyers have many other things on their mind regarding their everyday business challenges. They have little time to address something they think holds no relevance to them. When making your presentation you must get their attention with a provocative statement that quickly points out why your information will be of interest to them. Your hook must lead logically into what you have to say and precondition the audience to be receptive to your selling points.

The opening of the presentation focuses attention on your solution to their problem and sets the stage for what is to follow. It should be brief and compelling. Present a concise summary or outline of the points to be covered. Show that they are related to the prospect's problem or objective. Quickly describe the research you did to uncover the buyer's criteria. This helps keep your audience oriented properly within the framework of your presentation.

The link to the recording of Brian Jud's September 25 webinar, "Making Persuasive Presentations For Large-Quantity Sales," is www.bookapss.org/PersuasivePresentations.wmv

What's The Big Idea? Editorial by Brian Jud



Publishers can sometimes get stuck in the process of selling only through bookstores. But you can free yourself from a tight spot by selling to non-bookstore buyers. The term *special sales* is commonly used to describe revenue opportunities outside of bookstores.

Special-sales (non-bookstore) marketing can be a profitable source of new sales if you divide the opportunity into two manageable segments and sell to buyers in each according to their traditional ways of purchasing. One is the retail segment where you reach buyers using a network of distribution partners. The other segment is comprised of direct sales to non-retailers that use books as marketing tools to sell more of their products or help their employees, members or students.

1) Selling to non-bookstore retailers. You are already familiar with this segment. You find distributors or wholesalers to get your books into retail outlets where they are sold off the shelf to consumers. Payments are made in months and unsold books are returned. Retailers display products that 1) will build store traffic, 2) maximize profitability per square foot and 3) generate more inventory turns. Prove that your title can do those things better than competitors' titles and you can get your books on these retailers' shelves:

2) Non-retail sales. Corporations, associations, foundations, government agencies and the armed services buy books directly from publishers for use as premiums, incentives, sales promotions, for educational purposes, and sometimes for resale. The factor differentiating this segment from the retail sector is that you sell directly to buyers in these organizations. Sales are typically made in large quantities, returns are rare and payment is received more quickly.

Content is king in this sector. Companies and associations want to use the information in your books to help them sell more of the products or services they offer. They use your content as a tool to increase their sales, introduce new products, educate students or motivate members or employees.

Special-sales marketing is not a separate way of doing business. It is not even a new way of doing business. It is an integral part of overall marketing strategy. The next time you feel there is no way out, try something new. Simply divide non-bookstore marketing into its two component parts and you may find hundreds, if not thousands of prospective customers for your titles.

APSS Tip for Negotiating Large-Quantity Orders

People believe that salespeople are born, not made. To the contrary, there is much you can do to develop your sales skills and become a real standout pro in this competitive field. Here are the **Top Ten Characteristics of a Professional Salesperson**.

1. **Make a good first impression.** Be aware of and control everything that goes into your first meeting with a prospect. This includes your attire, smile, handshake, posture, eye communication and even arriving on time.
2. **Breadth of knowledge.** Have a cursory understanding of a wide array of topics, such as sports, finance, business, arts, entertainment and any topic of interest to your prospect. Avoid getting into discussion of controversial topics such as religion or politics. A prospect with a perceived sense of common interests will be more likely to buy.
3. **Depth of knowledge.** This includes understanding of your topic, competition, pricing, your prospects' companies and industries, and the selling skills which can be learned through reading and attending sales conferences.
4. **Preparation.**
5. **Flexibility.** Adapt your style to prospect's style

6. **Enthusiasm:** passion about your book, opportunity of working with them, yourself
7. **Confidence and self-esteem.**
8. **A sense of humor.** Not telling jokes; take opportunity seriously, but not yourself; quips, swirls
9. **Creativity.** Not just ideas, but action on ideas
10. **Professionalism:** Putting all above to work for you; high standards; pride in what you do

Finding A Potential New Topic

By Jeff Davidson, MBA, CMC



Here are other ways to find a topic, one or more of which may be right for you.

1. Talk to your local librarian (particularly the librarian in the business reference section, if you offer how-to presentations for business or career development). Often, librarians keep a roster of books and topics that are frequently requested.

2. Tap the industry influentials. Richard A. Connor, my co-author for *Marketing Your Consulting and Professional Services* says "Those who serve, influence, and regulate members of a selected niche are able to identify hot industry topics and those destined to become hot."

By meeting such industry influentials and establishing relationships with them, you can find today's hot buttons - key issues affecting your targeted industry. Such issues are the keys to good speaking topics.

3. Read *USA Today*, the *New York Times*, the *Wall Street Journal* and other trend-identifying publications. In a nutshell, if you can get out in front of most of the rest of the pack on a particular emerging topic, you might be able to carve out a niche for yourself for many years.

4. Talk to meeting planners. Many a successful book topic has sprung from a meeting planner's request to a speaker to provide a certain type of program. Suppose you bone up on a topic in short order and successfully present it. Why wouldn't you consider to offer that as book title?

5. What do you naturally find intriguing? Think back to the last time you saw a provocative T.V. show, listened to a captivating radio program, or read something in a book or magazine that intrigued you.

6. What's missing? When you look at business practices, educational institutions, government, or human interaction in general, keep a keen eye out for what's missing. Often, great book topics arise because someone was astute enough to conclude that, say, business executives were sufficiently deficient in some skills area or leadership technique such that a book could be developed to fill the gap.

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.

How Authors Can Use Listmania to Promote Their Book

By Scott Lorenz



As a book publicist I am always on the lookout for effective inexpensive ways to reach book buyers. One way is to tap into the power of Amazon by using Listmania lists. How?

Listmania is a free marketing tool that allows all Amazon account holders to create a list of their favorite things such as books. It is ideal for authors to list their own book on their list along with other books in the same genre to gain from their popularity and association. For example if you have a book similar to Harry Potter then listing that book along with your book and other similar books, your book can benefit as it may show up on Google, Bing and Amazon searches.

Here's how to create a Listmania list on Amazon:

Click the "Edit Your Profile" button on the top right-hand corner of the page.

Click the "Lists" tab in the Contributions section of Your Profile.

Click the "Create your first one now" link or "Manage your Listmania Lists" link if you already have existing lists.

Provide the requested information for your list and click the Preview button to review your list and Publish list when you are finished.

Here's the information you'll be asked to enter:

Name Your List: Make it searchable by keywords, other bestselling authors' names or book titles

Your qualifications: Your qualifications should be a description of why you're an expert in the subject of your list.

Introduction: You can add an optional introductory paragraph to describe the list.

Add tags: This allows you to add keywords that help others discover your list.

Add Your Book: This is the core of your list. You can add anything from the book listings on Amazon.com; (you can add anything on Amazon for that matter)

"Authors often use Listmania as a way to promote their own titles while grouping them with similar books. It is clever, discreet and effective" said Rosanne Dingli, author of *Death of Malta* and *According to Luke*.

"My Listmania is a definitive listing of China photo books that were exhaustively compiled from every genre, from mass-market coffee table books to independently-published eccentricity," said Tom Carter, author of *China: Portrait of a People*. His book is considered the most comprehensive book of photography about modern China, and it's listed with other books in the photojournalism genre.

According to Anna Weber, a literary strategist, "Authors can ask others to list their book on their own Listmania and - if in good taste professionally, to secure recommendations from other readers who are looking for new books to read and purchase."

Most authors are unaware of this inexpensive and valuable promotional service but should become familiar with it. By creating a list, and adding their own book, the author should also add their competition to the list. It is ideal for the author to create a list with his or her book listed along with the genre competition before someone else creates a similar list without that particular author's book listed.

"I never understood the exposure Listmania provides each book on a list...it is invaluable. Eventually I saw how often my lists started popping up all over Amazon, and how my book was now appearing under "suggested reading" on other books' product pages, I realized that Listmania was an untapped goldmine of free and effective book promotion," adds Carter.

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



Distribution is often a question and a challenge with tips booklets and related products. While Amazon might look enticing for downloadable and printed copies of your booklet, book, and other publications, your clients might actually be your best distributors of all.

Imagine the financial institutions with whom you do business buying thousands of copies of your printed booklet or licensing non-exclusive rights to your booklet PDF. Their purpose is to give them away to their clients or prospective clients, in a well-crafted specifically targeted promotional campaign.

Are you imagining that, regardless of how much of a stretch that might be from where you are right this moment? As a coach or consultant, you've written your booklet on a particular topic to help people improve their life. The financial institution also wants to help people improve their life starting with their financial health and wellbeing. Your booklet content becomes a soft-sell way for the financial institution to get in front of people who are or will be their clients, and who can also become your clients once they receive your booklet!

The financial institution serves as your distributor. Plus they paid you to market you to people you'd likely never reach otherwise. That means the financial institution is your client, your marketing agent, and your distributor all at the same time, expanding your reach and your bottom line simultaneously.

Because your product is a how-to-improve-your-life-in-some-way publication, and your contact information (or at least your name) is included in the product, your client is marketing you to people who will want more of what you've got. The tips booklet is the entry point. The additional formats of your content are what's next, whether in quantity to the financial institution, in single copy to the person who received your booklet, or both.

You may have noticed the intentional continued reference to "financial institution" rather than a more specific label here. You have the opportunity to approach various financial institutions with which you currently do business, intend to do business, or recognize as potential buyers of what you've got. It's a large body of possibilities that includes banks, credit unions, financial planning companies, brokerage firms, accountants, insurance companies, and more that you'll now notice because of reading this article. It will take you quite a while to exhaust the possibilities, in fact.

ACTION - List the financial institutions you currently do business with or where you have some connection. This list is likely to grow as one more person comes to mind or comes into your life. Depending on your topic, your booklet could be a great promotional tool for those companies. You'll know quickly enough whether that is true by speaking with a decision maker for marketing, advertising, or product management within that institution. Remember to have choices to offer the decision maker, even if it is different formats of your same content. The question is "Which format/title is our starting point together?" rather than "Do you want to buy this booklet or not?" Then watch your distribution soar!

Marketing Strategy Rules

By Brian Jud



Did you ever think about taking a long trip? If so, you probably thought about how you would get to your destination, perhaps traveling by car, plane, train or bus. Then you planned where to stay each night, what to pack and how much it would all cost. Finally you made a checklist so you didn't forget to do anything and spend your money wisely.

That is the same process used to plan your book-marketing activities. First you think about what you are going to do, analyzing alternatives. Once you choose those that will maximize results, you write a plan as a reminder to perform each action in the proper sequence, at the right time and within your budget.

This process begins with creating all the possible ways you might fulfill your mission, evaluating each and then choosing the best combination that will optimize your sales, revenue and profits. That in a nutshell is your marketing strategy. It lays the foundation for your trip, and if done properly the rest of your journey is more enjoyable and profitable. Here are a few rules for creating solid marketing strategy.

- **Generate quantity vs. quality of ideas initially.** Develop many possible ways in which you could sell your content to your target readers and buyers. Consider the possible forms of your product (a printed book, ebook, app, booklet or audio book). How might you distribute it (through bookstores, discount stores, online or vending machines, or to corporations, schools and libraries)? Will you penetrate your markets with a low price, skim for profits with a high price or choose a different pricing strategy for each segment? What will you do to promote your content online and offline? Think only possibilities at this point, without wondering how you will do it. Then choose the combination of actions that is most likely to increase your revenue.
- **Keep you strategy statement simple.** Write a sentence describing what you will sell, where, to whom and at what price. Then explain how you will implement the various promotional actions you have chosen.
- **Do not strive for perfection, but for direction.** Strategy is thinking about what you could do given current and foreseeable circumstances. But things can change. Make a list of what you will do given your objectives, resources and current market conditions.
- **Create checkpoints.** Your mission is cast in stone, but your strategy is dynamic. Do something, evaluate your results and then take any necessary corrective actions. Clarify your definition of results. Do not simply say you will increase sales, but by what amount? Do you want to expand into new markets? Which ones? Set a target for each title and segment. Erect quarterly milestones against which you can objectively evaluate your progress. Also define your exit strategy, the point at which you will abandon a particular title or your strategy for marketing it.
- **Have a top-line orientation.** An over-simplified formula calculates profitability: top line - costs = bottom line. When designing strategy to increase profitability, do not focus on reducing costs (which they control), but on increasing revenue (which is controlled by your buyers). Concentrate your strategy on creating compelling value as defined by your target buyers, and how to communicate those benefits to them.
- **Allow your strategy time to unfold.** Publishers with a short-term perspective may give a particular strategy six months or less to produce verifiable results. Give your strategies sufficient time to prove (or disprove) their validity. For example, large-quantity, non-returnable sales to corporate buyers can take years to consummate, but the reward can be significant.

Once your strategy is defined, write your checklist of all the actions you will take, when you will take them, the cost for each and your return on that investment. That is your marketing plan. Then implement your plan and evaluate your progress periodically and tweak it as you move forward. The foundation of this entire process is the thinking you do initially. Marketing strategy rules!

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

How is Trade Marketing Different from Non-Bookstore Marketing?

Guy Achtzehn



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.

Special-sales marketing is divided into two areas: retail and non-retail. Examples of special retail markets are discount stores, warehouse clubs, airport stores, gift shops, supermarkets, etc. Non-retail opportunities may be found among buyers in corporations, associations, schools and the military.

Regardless of you call it, selling books to non-bookstore buyers is not only a different way of doing business, it is a new way of doing business. It requires a new perspective on the sales process, a new business model for most publishers. In many cases the chain of events unfolds differently from that of selling books through bookstores.

For example, in trade marketing the publisher produces a book, prices it, creates bookstore distribution and then promotes it. That is a logical sequence of events for that purpose. Sales are pulled through the distribution network, and the quantity of books sold is a function of the quantity and quality of the author's promotion.

But in non-retail marketing the author/publisher must follow a different course. The process begins with promotion to establish awareness of, and need for the content that is offered. Since there is no distributor, the author/publisher finds and makes sales calls on prospective buyers, discusses the content of the book, plans the form in which the content will be delivered (book, booklet, ebook), decides on the number of units to be purchased, and only then negotiates the price and delivery. The quantity of books sold is a function of the ability of the author to act as a consultant, working with one buyer to find unique ways to use the content of the book to solve a company's problem.

Special-sales marketing is not instead of, but parallel to bookstore marketing. For example, What if you had a book on dog care. You could sell it through bookstores or pet shops. In addition, you could contact a pet-food producer and get them to place a coupon for a free copy of your book on (or in) every 20-pound bag of their dog food. That company would purchase a large, non-returnable quantity of your books in advance, and also do the fulfillment.

In the example above, the promotion you do to communicate your message to the corporate buyer also reaches consumers and may entice them to go to a bookstore. This is not an either/or proposition. It is not separate from, but coincidental to trade marketing. Special-sales marketing entails a joint marketing strategy that unfolds as part of an overall business strategy.

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 Marketing Events

Sep 30: Get unlimited, 24/7 access to medical care and other services -- from your phone or computer

Do you have a high-deductible medical plan? Want to eliminate out-of-pocket charges for your office visits? CADR+ will provide you with 24-hour access to a US based, trained & board-certified doctor to solve your non-emergency medical situations.

In less than 30 minutes, consult with a US-based, licensed doctor who can diagnose non-emergency medical conditions and prescribe medication. In addition...

- Get prescriptions, diagnosis & treatment plans
- Connect anytime by phone, video or app
- Unlimited use with no per-call charges
- For you and your family (up to 6 total)
- No more waiting to see your primary care doctor
- You do not have to take time off work to sit in a waiting room
- Forgot your Rx while traveling? Get a renewal prescription anywhere in the US.

You get even more benefits as part of this package:

6:00 – 7:00 pm ET September 30

Sign up at <http://tinyurl.com/lhn2hzo>

Oct 9: The Twelve New Rules that Build Author Platform

Presenter: Carole Jelen, Literary Agent, Publishing Veteran
CoAuthor with Michael McCallister: *Build Your Author Platform: The New Rules*,

In 60 minutes Carole Jelen identifies the underlying new digital rules that form the foundation of your author platform. With an emphasis on tying together the basic elements of platform, this webinar connects the new rules of the digital landscape to the optimum tools for authors seeking maximum visibility. Once author platform is built, it takes on a life of its own and pulls in readership over time. We hope you will join us!

6:00 – 7:00 pm Eastern time

Register at <http://tinyurl.com/p5xghqh>

Oct 16: How to Negotiate Large-Quantity Sales

Presenter: Brian Jud

This is the last in the series of three webinars. Brian Jud will talk about how you -- probably not a professional sales person -- can negotiate profitable orders. Rarely will buyers accept your initial proposal, so you must negotiate the final terms. If you want to make larger-quantity sales to corporate buyers, you must be ready to deal. There are a variety of ways to do that effectively and in a non-threatening manner. It is not difficult, but you have to know where to give and take -- and when not to buckle. And once you get the order for your books, there is still more to do in your post-sale follow up. This webinar will provide you with all the basics you need to know about creating a long-term relationship with recurring revenue to you.

6:00 – 7:30 pm ET

Sign up at <https://http://tinyurl.com/lvw9ynl>

Third Annual Shelf Unbound Writing Competition

Shelf Unbound magazine is hosting the Third Annual Shelf Unbound Writing Competition for Best Independently Published Book, sponsored by Bowker and Blurb. Details on the competition are here: <http://www.shelfmediagroup.com/pages/competition.html>. We'll award \$8,500 worth of prizes, plus we'll feature the winner, finalists, and more than 100 notable books from the competition in the December/January 2015 issue of Shelf Unbound magazine. We're offering APSS members a discounted entry fee (\$35). If paying by check, APSS members can write PROMO CODE APSS on their check; if using PayPal, use "Promo Code" link at the bottom of this page (<http://www.shelfmediagroup.com/pages/contact-us.html>) and enter PROMO CODE APSS. Deadline for entry is October 1, 2014.

PublishingAtSea.com - January 18-25, 2015

If you are into mixing the sea with your publishing know-how, check out PublishingAtSea.com. The second annual deep dive workshops with the Chicks at Sea mixed with sun and fun will be this January 18-25, 2015. All details are on the site—I'll be doing an intensive on crowdfunding for authors along with one-on-one coaching for all participants.