



# 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 10, Number 18 October 2014

Here is your October 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.

### **The Second Annual APSS Book Selling University** (Update from the Executive Director of APSS - Brian Jud)

The Second Annual APSS Book Selling University is now history. All the evaluations and feedback indicate that it was an informative, successful event for sales tips and networking.

One of the attendees suggested we send everyone a step-by-step system for making the most of it. The five steps listed below could benefit attendees of any similar event.

I have attended events like this in the past, and after returning to work I usually lost the momentum. I thought I would get to my new ideas as soon as I got back to the office and put out a few “fires.” Eventually I got right back into my old routine. Others may feel overwhelmed and not know where to begin. Here are five steps you can take to maximize your APSS University (or any similar) experience:

1. Write a list of the benefits buyers will get from your content
2. Define your primary target buyers. Who else could benefit from your content?
3. Organize people in groups with similar needs and buying habits (retail and non-retail). If retail, make sure your metadata is current
4. Go through your notes and prioritize your ideas in the order in which you will implement them
5. Take the first item on your list and do it.

### **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**

**Create a PAR Statement to develop a one-sentence elevator speech.** It is important to quickly and briefly tell potential buyers how they will benefit from buying your book. There is a formula for writing such a statement in one sentence that will describe the results target readers can expect to receive:

I help ----- (your target audience)  
Who want ----- (problem they want to solve)  
Get \_\_\_\_\_ (results they want)

Keep this statement in mind as you contact prospective buyers, particularly on the telephone. Say it when people ask you what your book is about. Recite it on the air when the host asks you to briefly describe your book.

The solution statement that might persuade publishers to purchase my book, *How To Make Real Money Selling Books* reads like this: *How To Make Real Money Selling Books* helps independent publishers who want to increase profits, get more sales to non-bookstore buyers with no returns.”

Market leadership is maintained by owning the position in your prospect’s mind as the “one and only” in your category. Use your PAR statement as a means to invent and own a distinct category among the people in your target markets (This is the *only* book available that....).

PAR statements can help you focus your attention where it belongs: on the needs of your prospects. Describe your target readers, conduct a PAR analysis, write a benefit statement for the typical prospect in each of your target segments and you could sell more books, more profitably.

## Top Ten Tips for Your Sales Success -- From APSS

**Purpose, Passion and Profitability.** Should you write about what you know and love, or write about what will sell? The answer is, “Yes.” Your passion for your topic can be your ticket to greater well being as much as it should be a key to exceptional market performance.

Why are you writing your book? Is it to satisfy an internal desire to be a published author or to use your book as a building block in your business? Write to your passion but have a clear plan to translate your purpose into marketable product.

You can reduce your chances of commercial success if you do one or the other. So, do both. Your passion for what you love will sustain you through the months or years of writing, and it will also maintain your attitude through the years of marketing it.

There is intrinsic value to writing a book about your favorite subject, but it will not sell in large quantities unless it has value to your target buyers. The solution? Find your passion and put it to work. Here are the **Top Ten Ways to Bring Your Writing Passion to Your Marketing Actions:**

1. Understanding your purpose can accelerate your personal growth and increase your commercial impact.
2. Articulate your purpose and write it as a concise statement, then use it as your call to action. Describe what you bring to the world that is important and unique.
3. What is it about you that people recognize as uniquely *you* and miss most when you are not around?

4. Write passionately about some aspect of your topic that is desirable to a significant group of people. Honor yourself by bringing your mission into action.
5. Knowing your purpose will help you thrive during the difficult start-up period and sustain you through times of negativity and rejection.
6. Make your purpose your brand, describing what you are driven to achieve, the magic that makes you excited to get up every morning.
7. Profitable, purposeful passion is *what* you do as well as *why* and *how* you do it. Marketing must be consistent with who you are.
8. When you have a clear sense of who you are, everything else follows naturally. Your purpose feeds passion; it what you can't help being.
9. When people ask you about your book, do you describe it as a 6" x 9" softcover book with 200 pages? Or does your description spring from your identity, the essence of who you are? Project your passion.
10. Use your writing passion as the foundation for your marketing passion, and convey a sense of purpose to prospective buyers. Make them believe they can transfer that power to themselves.

## 27 Ways To Speak Powerfully

By Brian Feinblum



I was at a recent publishing summit, where I spoke on a panel about book publicity. I took note of the speaking and presenting styles of the speakers. It seems there was a common core to what made them inviting to listen to. Here are the 27 things that could work for you when looking to sound convincing:

1. Sound like you know your stuff.
2. Speak with conviction and confidence.
3. Use a level of vocabulary and language that classifies you as intelligent -- but not above your audience.
4. Display enthusiasm and energy.
5. Utilize humor.
6. Use common reference points that people can relate to -- a divorce, being a parent, a failed business, and travel challenges.
7. Cite real-life examples for others to relate to.
8. Name-drop and reference credentials/success stories to invite credibility buy-in.
9. Fluctuate your voice pitch.
10. Use power point images or visuals.
11. Give a perspective or sense of value and place to what you are sharing.
12. Make the audience feel normal, accepted, and not alone.
13. Come across as honest.
14. Ask others for input or questions.
15. Reveal an interesting fact.
16. Share a good resource.
17. Recommend an action step.
18. Dress well and look good.

19. Avoids politics, religion, and sex.
20. Do not drone on about any one point or topic.
21. Say something that shows you've been listening to other speakers or panels.
22. Many had handouts and one had props that got your attention.
23. Hand out a small parting gift.
24. Do not contradict others or speak disparagingly about anyone.
25. Didn't curse or use offensive language.
26. Connect ideas and points into a logical flow.
27. Say something in such a way that you can't resist writing it down.

Good speakers do a lot of things well. Take note of what those you admire do, and put those elements into your next presentation.

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](mailto:brianfeinblum@gmail.com). He feels more important when discussed in the third-person.

## **The Book -- A Product That Reincarnates Itself in Many Ways**

**By Jeff Davidson, MBA, CMC**



You may have noticed that CSPAN isn't holding up CDs or DVDs yet; they have authors on shows all the time as expert guests and they still holds up the authors' books, even though other forms of media have been popular for years.

When you have a book published, you automatically have the basis for a wonderful audio script. The book itself can be cut up into at least 12 and probably 24 articles. Every couple of years you can update your book with revised editions. You also have the opportunity to sell it in a growing number of foreign markets, particularly in Eastern Europe and Latin America.

As multimedia packages become the standard in our society, your published book will take on increasing importance. It is far easier to start with a book and then proceed to a training guide, a CD, or DVD, than to proceed in the other direction.

*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](http://www.BreathingSpace.com) for more information.*

## **5 Presentation Mistakes Not to Make**

**Scott Schwertly**

A successful presentation is an orchestra of great content, strong delivery and pitch-perfect design. When one element is out of tune, it can ruin the entire performance. In order to ensure your upcoming presentation is a success, be sure to avoid these common mistakes:

### **1. Unnatural Stock Photography**

Images where the actors or other elements are posed, fake or abnormal will make your presentation feel inauthentic, and at worst, creepy. Be sure that the people or elements within the images reflect the demographic of your audience, and that they don't linger into "meme" territory by being nonsensical. For instance, "woman laughing alone with salad" was a common stock photography trope until people caught on to its silliness: Don't let the images you select suffer the same fate.

### **2. Bullet Points**

Nothing puts people to sleep faster than a slide filled with rows of bullet points. They clutter your core message and drown out visuals. While you might not be able to skip them entirely, consider putting only one main idea on each slide instead of a cluster of points. On top of being more aesthetically pleasing, you may find it easier to move along with the presentation when you aren't searching for words or reading directly off the slide.

### **3. Too Many Takeaways**

"The Rule of Three" is a written and verbal phrase we see everywhere: "Stop, drop and roll," "9-1-1" and even "beginning, middle, and end" are such examples. The reason behind it? Audiences tend to start losing focus and memory after any more than three points. Before working on your presentation, decide on three takeaways or less, then be sure to repeat them throughout the delivery to lock-in their importance.

### **4. The Wrong Kind of Participation**

You're going to have two different kinds of audience members: extroverts and introverts. The extroverts will be happy to participate, while the introverts are going to prefer actively listening and chewing over points. For instance, at least half of your audience will be happy to jump up and introduce themselves, while the other half will be very uncomfortable if asked to make an introduction. Please both personalities by making participation optional, and not asking "pop quiz" questions of the audience at random.

### **5. Data Overload.**

It might feel revolutionary or unnatural, but presentations work best when supplemented with stories and not driven by data alone. The best TED speakers utilize this technique regardless of the subject matter, enriching their content through emotional appeal. Even if you're delivering a presentation about a yearly budget, consider all of the personal stories it took to get to that place. Consider sharing something emotionally meaningful before you work facts into the equation. In the words of Maya Angelou, *"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."*

Be mindful about these common mistakes. When a presentation is done correctly, it can be worthy of a standing ovation.

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*Scott Schwertly is the author of [How to Be a Presentation God](#) and CEO of [Ethos3](#), a Nashville, TN-based presentation boutique providing professional presentation design and training for national and international clients ranging from Fortune 500 companies to branded individuals like Guy Kawasaki. If Scott is not working with his team building presentations, you will find him in the pool, on the bike, or on a long run. Scott lives in Nashville, TN with his wife and three dogs. He has a B.A. and M.B.A. from Harding University. Follow the conversation and connect with Scott on [LinkedIn](#) or [Twitter](#).*

## APSS Partner Profile -- CAPA



The Connecticut Authors and Publishers Association, the only organization of its kind in New England, celebrated its 20<sup>th</sup> anniversary of its founding with a gala celebration in Avon, Connecticut this year.

Until 1994, authors, aspiring authors and independent publishing professionals in Connecticut had no place to turn for networking support with writing, publishing or marketing. All that changed March 1 of that year, when founder Brian Jud and seven other authors gathered for the inaugural meeting of what has evolved into the Connecticut Authors & Publishers Association (CAPA).

From these humble beginnings, CAPA has grown to become one of the most widely respected associations of writing and publishing professionals in the nation. Further, 20 years, 270 guest speakers, 240 consecutive monthly issues of *The Authority* newsletter, hundreds of authors, six presidents, 87 board members and committee chairs and innumerable writing, publishing and marketing tips later, CAPA reigns as the only organization of its type in Connecticut dedicated to helping authors and publishers navigate murky literary waters.

Built upon the creative efforts, dedication and hard work of hundreds of talented individuals, CAPA has become Connecticut's major resource for authors, publishers and book marketers. Its mission is to *help Connecticut's authors, aspiring authors and publishers improve the quality, visibility and sales of their books by providing a forum for the exchange of ideas and information.*

In addition to monthly meetings, CAPA conducts group book signings, exhibits in a booth in the Connecticut Building at the Eastern States Exposition (the Big E) and sponsors an annual writing contest, as well as a day-long professional-development seminar for writers (CAPA University). Now entering its eleventh year, CAPA-U features educational workshops on fiction, nonfiction, publishing, marketing and specialty topics, and gives participants the opportunity for a one-on-one consultation with a literary agent.

## What's The Big Idea?

Editorial by Brian Jud

Some typographical errors are more obvious than others, but they all portray a negative image of the work itself. It is important to have a professional editor go over your writing.

If you have glaring typos, reviewers may report poorly, and readers may spread negative word-of-mouth advertising. If some purchasing agents see a typographical error in the first chapter they may not consider the buying your book.





## APSS Tip for Negotiating Large-Quantity Orders

If you lose the order, follow up by asking *why* you did not get the order. In a bidding situation, you may have had the low price, but did not mention some needed service or feature. Always ask for constructive feedback by saying something like, “What would it have taken for us to reach agreement?” It might be something you can accommodate such as providing the content in another form, making the books returnable, or offering a larger quantity discount.

For example, let’s say you have content that a company wanted to use in its training workshops. Since your book is perfect bound, it won’t lay flat on the table during the classes. Make a revised offer with your books produced with a wire or comb binding that would lay flat.

## How to Navigate the Negotiating Roller Coaster

Guy Achtzehn



When you negotiate without too much experience, every opportunity looms large. On every presentation there is pressure to “make it or break it.” But after you have been doing this for a while, the size of a potential sale is relative, and you feel less pressure to close the small orders – they seem to come naturally. But once in a while you get an opportunity for a potentially enormous order that would give you long-term financial security. If you let the thought of potential failure overtake you, it is possible that you will give too much to close the order.

Successful negotiating is applied common sense, but it can also be a roller coaster of emotions. Be aware of the ups and downs. On the ups, let your self-talk convince you that you are on the way to victory. During the “downs” ignore the noise inside your head that is saying, “you blew it.” Divide the process into a series of small agreements building to the final decision. But what if you cannot get the minor agreements? You may feel the sale disintegrating before your eyes. It seems as if the internal pressure increases in direct proportion to the decrease in your self-confidence.

Control your emotions and remain focused on solving the prospects problem. If you relax, follow the steps you have done in past negotiations, build rapport and solve the prospects’ problems you can proceed without pressure.

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Reach Guy at [guy@msgpromo.com](mailto:guy@msgpromo.com).

## Today’s Great American Novel

By June Hyjek



We're authors. So for all of us, at some point, it became a dream to write the next great American novel. Some of us have been writing for a long time, and maybe some of us weren't originally writers by craft. But we had a story to tell and knew it had value to others. A great story, maybe the next great best-seller. Just like in the movie, "Field of Dreams," we thought "If you build it, they will come." If you wrote a great story, people will buy it. We had to get it out there. Now, you've written that book and you have boxes of it sitting in your garage. Now, you know it's not that simple.

Today, the publishing world is different. You would think that with the Internet it's easier to get the word out, at a lower cost and directly to your reader. But your readers and the media are getting a glut of information about other "great" books and products. Yours isn't getting through. And because of self-publishing, there are hundreds of thousands of more books for readers to choose from – not all of them as good as yours, but they're sitting right there next to yours, just as available as yours.

Clearly, today, writing a great story isn't enough. That will be nice for your friends and family, but it won't necessarily be marketable. So what goes into writing today's Great American Novel? There are more components beyond writing.

### **1. A Memorable, Attractive Cover**

Believe it or not, your cover is critical to your book's success. It's the first thing the reader sees. It's your packaging. You're more likely to open a beautifully and uniquely packaged gift than one wrapped in yesterday's newspaper, and you'll probably place more value on what's inside. If you're house-hunting, no matter how great the house is inside, you're less likely to consider it if the outside (curb appeal) isn't good or looks just like everyone else's. Cover templates may look nice, but it means someone else out there has the same one. That's like two women showing up at a party wearing the same dress!

You won't hear my sermon if I can't get you into my church. You won't read my "great" story and get my valuable message, if I can't get you to pick up my book. You've spent lots of effort, heart and soul in writing your story, so give it the packaging it deserves. Yes, you can judge a book by its cover, and people do that every day.

### **2. A Unique Message**

Not just a valuable message – a unique one. What makes your message or story different from others of its genre? If you've written a thriller, why is your story better than those that are already out there? Or you've got a great inspiring story, why is it different than someone else's inspirational experience and story? Is it told differently? Is the message itself different? It's not good enough anymore to just be a good story. What makes yours unique and special? What should the reader buy your book instead of a similar book by an established author?

### **3. A Benefit to the Reader**

People don't read books for the words or the story itself. It has to have a purpose, a benefit to the reader. What's your benefit? Do you inform? Wonderful, but make sure your information is constantly relevant and critical. Do you entertain? That's nice. But if that's all you do, your book will end up in tag sales and library book sales. You have to create a benefit that offers deeper emotion. Make them laugh or cry, offer hope and comfort, challenge their beliefs, inspire, or scare the pants off them! Make them feel so much that they keep your book because they want to feel that way again! Your book should affect them feel profoundly and deeply. If not, it's just words.

### **4. A Well-Written Story**

We would think this is a given, but it isn't always the case in today's self-publishing world. As authors, we would also think the craft of writing is the most important piece of a great book. But, the reader doesn't get to this piece if the other components aren't in place. No matter how well written a book is



from a craft standpoint, it's the last thing the reader notices. But – it can make or break a book. You have to have a great cover, a unique message, and offer a benefit, but if the craft isn't solid, this book will also end up in tag and library sales. The cover and message will get the reader to buy your book. The benefit and craft will get the reader to buy your NEXT book.

But there's more. You've now written and produced a great book, but it's still sitting in boxes in your garage. You have to market and sell it – that's what makes it the next Great American Novel – getting into lots of readers' hands where it can create the benefit you wrote it for in the first place.

You have options for getting your book into the marketplace. With today's technology, you can sell directly to the reader, through your own website and many online retailers, acting as your own sales person. You can use social media to drive buyers to those places, but you'll spend a lot of time and effort doing it, and unless you get really lucky and your book catches on (because all the previous components are stellar), you may not sell many books. You can hire people to help make this more successful, and who knows? It might land in the right hands at the right time, someone important will notice it and you'll find yourself on the Today Show. But just in case, buy a lottery ticket today.

Any product for sale needs multi-faceted sales channels and your book is no different. Online is just one channel and you're limiting your sales opportunities. You have to use other channels where people buy your product. In the book industry, that means retail or special markets. For each of these channels, your book will need one more component to be successful.

### **Retail Channels**

Book stores, specialty stores, department stores, libraries all offer wonderful opportunities for you to get your book in the hands of readers. But in addition to that great book you've produced, one other component is critical. Your book must meet their customers' needs and **be about the subject matter their buyers want**. Each retailer knows who buys what in their store. They know what their patrons like; they know what sells in their store, and each store is unique. In one book store, mystery and romance will sell, while self-help books sit on the shelf gathering dust. In others, inspirational and guidebooks are hot sellers. Department, specialty stores, and libraries are the same. They all understand what their buyers buy. *Get to know which stores sell your type of book and which libraries have patrons that read what you write.* It won't do you any good to spend your time trying to get your book into a book store that simply doesn't need your genre. For some reason, we seem to think that all book stores should carry our magnificently written and produced book. But, if you don't have to provide food for a dog, you don't need pet food, no matter how good that pet food is.

### **Special Markets**

Your book can be a valuable tool for organizations, corporations, associations – fundraisers, conferences, promotions, etc. – and an opportunity for you to sell many books at one time. Selling into these markets also requires one more component in addition to writing and producing a great book. Your book not only has to provide a benefit for the reader, it has to provide a benefit for the organization. Will your book save them money, increase membership or sales, improve their product or services' value-add, strengthen their relationship with their customers, get them good publicity? What does it do for them, not just for the reader? No matter what type of organization it is, they all have common goals. They want to reduce costs, increase new revenue and retain existing revenue, improve product, and look good to the public. Identify how your book can help them do that, and you've opened up a great sales opportunity for yourself.

The Next Great American Novel is not magic. There is an element of timing and luck, yes. But no matter how lucky you are, it's a matter of great writing, production AND marketing. One will not succeed without the others. Does your book meet the mark, or is there more work to be done? Can you turn your book into the Next Great American Novel?

## Booklet Ideas

### Paulette Ensign



Does it matter to you or your quantity buyers how long your tips booklet content stays in front of people? Or is it more important to get that information out as quickly and inexpensively as possible before moving on and generating more information? Maybe a combination of both functions is really what matters.

There are pluses and minuses to delivering your tips booklet content online and offline, with certain variables dictating how you proceed. While it may cost very little in time or money to deliver a PDF of your tips booklet to a lot of people as a site download or as an email attachment, the value of its content or the presence of the sender can be quickly lost. That PDF may get hastily deleted or automatically stored on the recipients' hard drive, without even looking carefully at what the product is, much less deciding if it's valuable in any way.

Imagine receiving a printed copy of that same tips booklet, with "A gift from XYZ Company at the PDQ Conference" on the bottom of the booklet cover. And the booklet is distributed at a live multi-day educational event. How likely are you to ignore, discard, or automatically store that printed booklet? You see the title and sponsorship on the cover, determine that the booklet size is very approachable, and consider that the production quality is impressive. You make a more conscious decision to at least put it aside within view and revisit it when you've got a moment.

Even if the downloadable version was sponsored by a reputable participant in your industry, was well produced, and took up space calculated only in pixels, how do you balance the extent of impact that PDF is likely to have compared to a printed tips booklet? Yes, the printed booklet may cost more to create, yet it has a good chance of not only resurfacing on someone's radar; it also has a good chance of prompting larger sales for the sponsoring company and for the author's company.

That printed tips booklet lives on way beyond the live multi-day educational event where the booklet was distributed. In fact, it gives the event producer, the booklet sponsor, and the booklet author a very long shelf life and presence way beyond the event itself. Yes, a PDF could pop up on a search of something else on a person's hard drive, likely with much less value at that point.

**ACTION** - Think about where you want your tips booklet to go to help the most people for the longest period of time. Helping is defined by how the content improves someone's life and also by how the booklet can generate revenue. You can always make your booklet available as both a download and a tangible print version once you get clear about who can best use what you've got and how you want to go about letting those people know it's available. Expanding the shelf life of your booklet extends your reach and your bottom line.

# Marketing Choreography (Better Known as Planning)

By Brian Jud



Creating your marketing strategy defines what you will do (as described in last month's Sales Informer article, "Marketing Strategy Rules"). The next step is to decide how you will do it, and then organize your actions to facilitate implementation. That is the process of planning.

Do not think of the word *plan* as a noun – a weighty document valued by page count. Instead, think of it as a verb, a functional, dynamic series of actions that keep you moving ahead. It could simply be a checklist of actions you can implement to fulfill your strategies and reach your objectives.

Still, some publishers eschew planning for a variety of reasons. Here are the three questions I am most frequently asked about planning.

## Why should I spend time planning instead of doing?

There are many benefits to planning, if you think of it as a process, regularly adjusting your checklist to exploit opportunities as they arise. Here are a few reasons to consider.

1. A journey of a thousand miles begins with one step. Make sure your first step is heading you in the right direction.
2. Planning maximizes your efficiency and effectiveness as you implement your intended actions. Your checklist gives you an answer to the question, "What is the best use of my time right now?"
3. At the end of the day you can look back at all the tasks crossed off your "To-Do" list and experience a feeling of accomplishment. When tomorrow comes, each day will be gone forever, leaving in its place whatever you have traded for it.
4. As you implement your actions other ideas come to mind. This may help you complete a task in a way different from which you originally intended.
5. Planning makes budgeting more precise as you get a good feel for the cost of each action.
6. Planning helps you make the best use of your resources of time, money and attitude as you utilize each more effectively.
7. Planning forces you to consider the interaction among your prospects, products, place, pricing and promotion decisions.

## What form should a plan take?

The best form for your plan is that which makes it easy for you to use. It could simply be a brief description of your strategies with an action checklist following each. At the beginning of each month, make lists of things you will do during each of the forthcoming weeks. Then at the beginning of each week create an easy-to-use list of things to do.<sup>1</sup>

## Why plan if I don't know what is going to happen in the future?

Market chaos is probably the best reason to create your action list. As you perform your tasks you come up with innovative ways to implement each, based on your evolving circumstances. You cannot accurately predict every nuance of change, but your prepared alternatives can help you to be prepared to better deal with whatever happens.

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<sup>1</sup> For a sample weekly planning guide go to [www.bookapss.org/planpocketguide.doc](http://www.bookapss.org/planpocketguide.doc). Print it out as a two-sided document and fold it in thirds to fit easily in you pocket or purse. Customize it to your circumstances and goals. Complete a new one every week as a constant reminder of things you can do.

Do not be deterred by the fog of the future. As you plan for the upcoming year, options become clearer. Your forecast of revenue and expenses for the next 12 months could be detailed monthly. Your plan for the following two-to-three years could list quarterly predictions. Then each year your current planning becomes easier as you fine-tune your existing action plans based upon your relative progress and business environment.

The marketing-planning process is similar to using a kaleidoscope. There are a finite number of pieces, but you can create an infinite number of combinations simply by rearranging them. Manipulate available data until you feel comfortable with a given plan, and then take action. As you proceed, new information will be added to the mix and you can re-evaluate your direction and progress. But each turn will give you new ideas and bring you closer to your ultimate, long-term objectives.

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*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](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com) @bookmarketing on Twitter*

## Upcoming Marketing Events

### What's the Big Idea?

Free webinar by Brian Jud

6:00 pm ET, Nov 6

Over 300,000 new titles were published in 2013. How can you stand out in this crowd? By producing creative products and marketing campaigns. In this webinar Brian Jud will reveal marketing's secret ingredient: innovation. Discover a 7-step process to come up with imaginative, yet practical things you can do to make your books pop off the shelves or into the hands of corporate buyers. You will find out about the mental blocks to creativity and how you can break through them. As a grand finale Brian will show you ingenious things you can do today to market your fiction and non-fiction titles. In this Webinar you will discover:

- How to become an idea person even if you never thought you were creative
- Fun ways to increase your sales
- Tips for becoming more innovative simply by asking questions
- One question to ask yourself that could change the entire direction of your business
- Where to find open markets that you can "own" quickly
- Proven steps you can take to be more creative
- How to stand out from the crowd of competitive titles that are all marketed in the same, boring way

Here's an idea: attend this webinar and can find new ways to reach more people with a meaningful and creative message. This will get you positive attention, media buzz and increased revenue. Discover how to break through the media clutter and reach more people with a persuasive message. This is not a webinar about new ways to write a press release, but new ways to build and hold a leadership position in your target markets through innovative, professional and effective marketing.

Sign up at <http://tinyurl.com/kv7vqta>

### Business Tips for Writers and Publishers

Free webinar by Carol Topp

6:00 pm ET, Nov 13

You've heard that writing is a business, but do you act that way? Author and accountant, Carol Topp, shares

business start-up advice, record keeping tips and choices of business structure for authors and self-publishers. She uses pictures and plain English to explain complex subjects like business and taxes.

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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.