



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 December 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.

APSS Update from the Executive Director - Brian Jud

We have concluded our first full year as the Association of Publishers for Special Sales – APSS. Thank you all for your contributions to making this a successful year for us. Here are some of the highlights of 2014.

Our second annual Book Selling University was held in late October in Philadelphia. Our attendees rated the speakers and overall experience very highly. We are looking into the possibility of having several regional events in 2015 instead (or in addition to) another annual event. Our first venture outside the U.S. will be a one-day special-sales workshop in Vancouver in February 2015.

We conducted a membership survey in November with a high rate of completion. We have already begun to address several of the major responses such as making APSS members more aware of the benefits offered to members. We are now sending a ‘Weekly APSS Benefit’ email each week highlighting a different benefit.

APSS added new membership benefits such as discounts on Ingram Spark, printing through LSI, ebook conversion, foreign rights; sales, and sales-promotional items. We continued many of the existing benefits that our members wanted most. These include discounts on shipping, book reviews and many Bowker products and services.

We started the first local APSS Chapter in Connecticut. If you are interested in working on a local chapter near you, contact Brian Jud at BrianJud@bookapss.org.

APSS conducted 24 bi-weekly webinars. See a summary of these webinars on January 8: *The Best of the Best – the Top 50 Marketing Tips from 2014*. Details and the registration link are below. Links to all 24 may be found at www.bookapss.org.

We produced 12 monthly issues of this newsletter, *The Sales Informer*. It is generally sent only to paid members, but twice each year we will send it to all 4,000 APSS members, including those registered in the Idea Marketplace.

To learn more about APSS and how we can help you sell more books more profitably, please visit us at www.bookaps.org. We wish you great success in 2015.

APSS Tip for Finding Potential Non-Bookstore Buyers

Know what you are selling before finding people interested in buying it. That may sound odd, since you are selling books, right? Not so fast. Books are combinations of tangible and intangible elements. People do not buy the tangible features of a book, i.e., the paper and ink that create it. They buy the intangible benefits they receive from reading fiction: a vicarious feeling of fantasy, romance, adventure or mystery. And when purchasing nonfiction they are buying ways to make more money, lose more weight, improve relationships or get motivated.

Your book-marketing efforts will be more persuasive when you stop selling your book and begin selling what it *does for* the people who purchase it. That is the difference between marketing a *feature*, an *advantage* and a *benefit*. A *feature* is an attribute of your book. It could be its size, binding, title or number of pages. An *advantage* describes the purpose or function of a feature, and a *benefit* is the value the reader receives in exchange for purchasing your book. People buy value, not generic products.

One way of distinguishing among these three definitions is to use the "So What?" test. When thinking of a reason why someone would purchase your book, put yourself in the place of the prospective buyer and ask yourself, "So what?" Keep doing that until your imaginary customer says, "Oh. Now I understand." Then communicate *that* concept in your promotional literature and they will be more likely to buy.

Feature: A four-color cookbook with a spiral binding. (*So what?*).

Advantage: It will lay flat while you are preparing the meal, making it easy to read. (*So What?*)

Benefit: It contains recipes that are easy to prepare and guaranteed to please your guests. You will have more time to socialize and enjoy yourself at your parties. (*Oh. Now I understand.*)

10 Reasons Why Some People Will Never Succeed

By Kayiba Mpoyi

While success is relative, subjective, holds monetary and non-monetary value, failure is more a "one size fits all" recipe. Below are ten things people do to fail on purpose.

1. They don't understand the value of time. Unsuccessful people don't value their time. They are everywhere, anywhere, anytime because they lack the ability to dedicate their time towards their goals. And year after year they make new promises which never come to fruition simply because they couldn't be bothered to put in the time required towards their goals. Time management skills, learning how to say no and knowing what commitments to undertake, is a step towards great success in any area of our lives.

2. They don't do things that are in alignment with their goals. The more important a goal is, the higher it will be on your hierarchy of values and the more discipline and order you will have associated with it. The less important a goal is, the lower it will be on your hierarchy of values and the less discipline and more disorder you'll have associated with it. Unsuccessful people have mistaken busyness with productivity. They are a part of everything but nothing which they do is in alignment to their values and their goals. Writing down in a journal what your goals are and implementing strategies which can get you there will help you identify things that are not on par with where you are going.

3. They never step up to the plate. So you really hate your job but this is no reason to slack and produce mediocre work. You're getting paid to be there so do it right, life has this universal law of giving you what you put in. It's just maturity and wisdom to pursue excellence no matter the circumstances. Unsuccessful people are the ones who are okay with getting bad grades and won't bother finding an effective studying method that will help their learning ability, because after all, being a student of distinction is less about how smart you are but more about how well you can plan and prepare, and that makes you feel smarter and that in itself produces great results.

4. They have self-imposed limitations. Unsuccessful people tend to say things like "I'm just not good with numbers", "I just really hate studying", and "I just don't think I can run a successful business". They put limits on themselves and excuse their behavior but it's really just a way of underachieving and aiming low enough to not miss. Get rid of the idea that you only have a specific set of skills and talents for specific tasks, stop thinking that you're not as intelligent as the next person. What life requires of you is to make the most of yourself, for yourself, and for others.

5. They are good at making excuses. These are the people who will find reasons and logic as to why they can't and why they shouldn't. They sometimes mistake this abhorrent tendency for "just being realistic". They lack imagination and always find ways to justify why something shouldn't be but they never really try. The best remedy for this is to stop your mind when it's about to start making the excuses and re-ignite the engine that has started it all.

6. They lack class. Unsuccessful people usually tend to have no social IQ. They say things like "well at least I'm being honest" or "this is how I am, deal with it". They don't know how to treat other people and tend to be arrogant, for no apparent reasons most of the time. Nobody likes a big mouth, a show off, a humble boaster, or people who don't know how to just say thank you when given a compliment. These traits are unbecoming and are not what true class acts are made of. Being nice and polite to people you like is easy, being nice and polite to someone you cannot tolerate or who you are in constant disagreement with – that is character. Learning how to speak to people is a skill only few have mastered. It has been said the best way to test a man's character is by watching how he acts when standing in a very long queue and is met with bad service, how he handles Christmas lights and his reaction when you ruin their expensive items.

7. They are procrastinators. The funny thing about this one is that they are usually self-proclaimed procrastinators. They see no shame in it. This goes back to them never understanding the value of time. They are okay with living a life that keeps up with yesterday. They live life as though they just have another one in the bank. Let's just see how round one goes and if all else fails we press next or rewind or pause. Understanding that you start dying the moment you are born and wisdom to realize that every day is a gift and you owe it to yourself to do everything you can do in those twenty four hours because nothing's ever promised today tomorrow.

8. They don't take action. The simplicity of this rule of life may be why they disregard the magnitude of its effects. Unsuccessful people tend to ponder and leave footprints in the sands of time. They can talk a great game and they dream really big but they lack the courage to just go forth. Stop dreaming about what will be, dreams in themselves are not bad but get up, show up and DO something. Stop with the coffee shop meetings and go do something.

9. They can't face adversity. There was a shepherd boy, he was not a warrior and he was small in size. He looked at a giant and said "I will strike you down and cut off your head" and that is exactly what he did. The thing with challenges is, they're only as big as we make them seem and as strong as our weakness will allow. Unsuccessful people have not understood this and they give up all too quickly because things got uncomfortable, things got a little bit rough, they want roses without the

thorns, babies without labor and a pot of gold at the end of the rainbow without bearing the storm. Overcoming challenges not only bring us closer to our goals but they turn us into someone we never imagined existed. Don't be afraid to conquer fears and to enter new territory, step out of your comfort zone and challenge yourself. In the midst of adversity courage is born. You'll never know how strong you are if you've never had to fight and sometimes you might fail but at least you failed and proved to Goliath that he wasn't quite the Giant he thought he was.

10. They are apathetic. Yes there are natural fence sitters. They never have an opinion about anything, they can't make decisions and are over the border plain ignorant. They can't hold smart conversations and are not open minded if it isn't directly in relation to what they know. They think everyone should view life the way they view it. They are indifferent about everything and stand for nothing. They don't read, they don't educate themselves past "formal education" and they put no effort into how they present themselves. Even if they never achieve their highest potential this is okay with them because in a world so full of wonder and curiosity they have managed to find a way to be bored. Apathy is a silent killer. Find something that you are passionate about, even if you don't get paid for it. Put your gift to use.

The people who are out there making things happen are not as extraordinary as we make them ought to be. They're pretty plain and most of the time after a second glance they're not all that exceptional in any way but they've managed to get to where they are and stay there because they mastered the art of discipline and being the right person at the right time. Maybe you have so many things you want to complete and sometimes you feel so overwhelmed because, there's just not enough time. Put the cell phone down, log off once in a while and stop minding everybody's business and you'll be amazed at the potential you'll unlock.

APSS Tip for Negotiating Large-Quantity Orders

Two factors present in every negotiation for a large quantity of books. These are 1) tension and 2) trust. Reduce the buyers' tension with your professional consulting skills, not trying to push a decision "down their throats." Build trust and rapport by helping them reach their objectives while at the same time fulfilling your needs.

10 Ways To Give A Great Media Interview

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.

Good Luck!

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

Show that you understand your prospect's business and problems. There is an axiom in selling that people do not care how much you know until they know how much you care. Your prospects are initially skeptical of your intentions, and you are just another salesperson until you demonstrate that you want to help them reach some objective and that your recommendations are based on this desire.

APSS Partner Profile -- BAIPA



BAY AREA INDEPENDENT PUBLISHERS ASSOCIATION



Ruth Schwartz says, “I had heard about BAIPA back in the nineties, when self-publishing meant hiring an editor and a designer, and then printing up a supply of books that I kept in our storage locker, getting a box to fill orders as they came in. Using a regular printer (we are talking offset here) was the only way to get decent quality. Print on demand was in its infancy and the quality just wasn't there.

I went to my first BAIPA meeting when POD was finally coming into its own with easy pathways to sell on Amazon, along with Kindle and other ebook editions.

I have to credit my fellow members at BAIPA for adding to my knowledge in a BIG way, from my very first meeting to the most recent. Between the Q&A and the high quality speakers, I am always learning, even though I am considered an expert in this field these days.

If you are a writer or an independent publisher, or someone who offers services to those groups of people, BAIPA is THE place to be here in the Bay Area.”

9 Traits of Well-Loved Entrepreneurs

Mike Michalowicz

Being a successful entrepreneur takes more than just navigating your company through the rough waters of business. It means inspiring your staff to do everything it can to help grow your business.

We all know the type—the business owner for whom every employee would bend over backward. The shop owner whose staff gladly works overtime or comes in on their day off if needed. The company founder who treats every employee like a member of the family and is as revered as the beloved head of a real family.

These are the entrepreneurs who inspire fierce loyalty and adoration, and we can learn a lot from them. So just what is it that makes them so special?

1. They're truly authentic. Entrepreneurs who are adored by their staffs are unabashedly themselves. They're consistent because they're not playing a game or putting up a front when they're on the job. Whether you see them in the office or at the local park, these people are always true to themselves.
2. They understand the power of reciprocity. Well-loved entrepreneurs understand that hard work, honesty and trust are given to the bosses who first demonstrate those qualities themselves. Being open, trusting and trustworthy, and willing to work harder than anyone on their staff is how the best business owners manage to have a staff who'd go to the ends of the earth to prove they deserve the boss's respect.

3. They're positive. As business owners, we have to learn to lead the way in enthusiasm. After all, if you're not excited about your company, how on earth can you expect that of your assistant? Harness the power of emotion, and show your staff that you're pumped about what you're doing. It's important to acknowledge the negative things that will arise, but you should work to banish negativity (and the morale drain it creates) from your workplace.

4. They're highly approachable. The most powerful entrepreneurs I know are fiercely democratic in that they believe we're all equal. An adored entrepreneur knows that every single employee is important, has valuable insight to share and provides a unique value to the company. Whether it's the janitor, the top salesperson or the part-time customer service rep, every single member of our staff needs to know we're available to them.

5. They listen more than they talk. We have two ears and one mouth for a reason, folks. We should listen twice as much as we speak, and well-loved entrepreneurs understand this principle. Observe, learn and take it all in. Then when you have something to say, people will listen. Make your words count because of their content, rather than by being the most long-winded one in the room.

6. They pat, kick, pat. Entrepreneurs have to deal with problems just like anyone else, but what differentiates the adored ones from the rest is the ability to give constructive criticism. Start with a pat on the back, follow it up with a kick in the ass and end with a pat on the back. Praise, admonish and praise. This technique softens the blow and reinforces your belief that your employee is an important member of your team.

7. They work hard. True entrepreneurs know they have to set the example for the entire company. If you're merely in it for the Rolex and the golf club write-off, then it's going to show in the attitudes of your staff. Working hard sets the tone and motivates your employees to follow your lead.

8. They're both authoritative and human. Adored entrepreneurs don't ignore problems. They acknowledge that problems are inevitable, then set out to solve them right away. We like our leaders to come with a healthy dose of empathy and a willingness to acknowledge that any path that's worth taking will come with its share of difficulties. Let your employees know you're a realist who won't tolerate problems for long. Be a problem solver, and move on.

9. They're masters of public recognition. There's a huge reward in acknowledgment. Being lavishly, genuinely praised in public will win your staff over every single time. Just as you should serve up criticism in private, you should bestow praise publicly. Your employees will not only be proud of their accomplishments, but they'll also be proud of their place in your company.

Don't get me wrong: I'm not telling you that being an entrepreneur is a bed of roses. There will be plenty of times when you have to make hard decisions that can't possibly make everyone happy.

What I am unequivocally saying is that you can consistently keep the respect and adoration of your staff if you model the traits listed above.

Mike Michalowicz is the author of Profit First, The Pumpkin Plan and The Toilet Paper Entrepreneur. He's also the founder of Profit First Professionals, an organization that certifies accountants, bookkeepers and coaches in the Profit First method.

How to Sell Books On Home-Shopping Networks

Brian Jud

Home-shopping networks (QVC, HSN) reach millions of people every day with information on a wide variety of products, including books. Before you try to reach these buyers, consider your books' salability on television. Does your book ...

Demonstrate well in eight minutes of airtime? There is not a lot of time to sell your product, so it must have unique and demonstrable benefits that are easily and quickly communicated. Do not plan to talk about your book for eight minutes, but what the information in your book does for the people in the audience. This may be recipes, collectibles or other items of interest. Anya Clowers wrote *Jet With Kids*, a book to help people fly with kids safely and with a good experience. She could go on a home-shopping network to talk about the products that are described in her book, such as children's seats, clothes and games kids can play to keep busy.

Solve a common problem or make life easier? This gets back to the need for which you created your book in the first place. How will the people in the audience be better off after having purchased your book?

Appeal to a broad audience? Your book must address the needs of a target audience, but that audience must be of sufficient size to generate large volumes of sales. Titles of interest to a small group of people will not make it past the first decision-making round.

Have unique features and benefits? How is your product different from and better than competition? The answer to this question will help you sell more books to most other target segments, too.

Relate to a topical or timely subject? If your product is associated with a current event it is more likely to be selected than one that is not.

Have a selling price of \$15.00 or higher? If not, you might consider bundling several titles or products to build the price of the package. In addition, a home-shopping network does not want to promote a book that people in the audience could buy on Amazon.com. Therefore, create a group of products that could be purchased as a set *only through the network* and you have a better shot at getting on.

What's The Big Idea?

Editorial by Brian Jud

When confronted with a dilemma, don't ask, "How can we solve this problem." While that may lead to a solution, it may not be the best one. Instead, ask, "In how many ways can we solve this problem" to generate several options from which to choose. Here is an example.

A toothpaste factory had a problem. They sometimes shipped empty boxes without the tube inside. The CEO of the company assembled his top people. Six months (and \$8 million) later they solved the problem by using a high-tech precision scale that would sound a bell and flash lights whenever a toothpaste box weighed less than it should. The line would stop, someone would walk over, remove the defective box, and then press another button to re-start the line. As a result of the new package monitoring process, no empty boxes were being shipped out of the factory.

With no more customer complaints, the CEO felt the \$8 million was well spent. He then reviewed the line statistics report and discovered the number of empty boxes picked up by the scale in the first week was consistent with projections. However, the next three weeks were zero! The estimated rate should have been at least a dozen boxes a day.



Puzzled, the CEO traveled down to the factory, viewed the part of the line where the precision scale was installed, and observed just ahead of the new \$8 million dollar solution sat a \$20 desk fan blowing the empty boxes off the belt and into a bin. He asked the line supervisor what that was about.

"Oh, that," the supervisor replied, "Bert, the kid from maintenance, put it there because he was tired of walking over, removing the box and re-starting the line every time the bell rang.

Securing Strategic URLs

By Jeff Davidson, MBA, CMC



Many authors, trainers, and consultants are recognizing the value of securing strategic URLs for purposes of effective marketing and for protecting intellectual property. I own BreathingSpace.com, for example, as well as JeffDavidson.com and a variety of other URL's that help meeting planners find me. I even secured the URL ValerieDavidson.com, for my daughter, several years ago.

I also secured DynamicKeynote.com, EffectivePresentation.com, CaptivatingSpeaker.com, DynamicSpeaker.com, ClosingKeynote.com, and ElectrifyingSpeaker.com some of which point to my primary URL, Breathingspace.com, and some of which I will sell to other speakers and authors. It makes sense for nearly all speakers, trainers, and consultants to secure those URLs that represent various versions of their name, and company names, products and services.

Don Blohiawiak, who writes on the topic of effective leadership, secured the URL LeadWell.com and Chip Eichelberger, who speaks on "getting switched on", secured the URL www.GetSwitchedOn.com. Likewise, many authors have secured Web sites of their names and even misspellings of their names – someone searching for them on the Web may not know the correct spelling.

For all the talk about URLs being snapped up immediately, the reality is that even within the .com domain, there are many effective combinations that authors, trainers, and consultants potentially may secure. I grabbed AnnualFair.com AnnualSymposium.com, and AnnualConference.com anticipating that I also might use them as pointers to my principle site or for other campaigns or ventures I might launch in the coming months or years.

As "800" will always be to toll free phone numbers, so too will ".com" be to Internet domain names. The iron is still hot, so it makes great sense to strike.

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.

What Can Authors Learn From The ALS "Ice Bucket Challenge"

By Scott Lorenz



The “ALS Ice Bucket Challenge,” today’s social media explosion, has caused a dramatic change in awareness among many. Whether on Facebook, Twitter, or YouTube, the “icing” videos have taken over everyone’s newsfeeds.

The challenge involves filming a video of yourself while getting drenched by a bucket of ice water, share it on social media, and challenge others to do the same or to donate \$100 to an ALS disease research fund of their choice. What is ALS Lou Gehrig’s disease and how did this whole phenomenon come about? ALS is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord leading to muscle weakness, loss of the use of arms and legs, and difficulty breathing, swallowing, and speaking.

The Ice Bucket Challenge was started on July 15, 2014 by Chris Kennedy, a golfer from Sarasota, FL, who was nominated by a friend to participate in the challenge, which at the time had no ties to ALS. Kennedy selected the ALS fund to donate to because he had a relative suffering from the disease. In turn he nominated his wife’s cousin Jeanette Senerchia, whose husband, Anthony is suffering from ALS.

Kennedy, in an interview with TIME said, “What started out as a small gesture to put a smile on Anthony’s face and bring some awareness to this terrible disease has turned into a national phenomenon and it is something we never could have dreamed of.”

Beth Kanter, author of *Measuring the Networked Nonprofit*, said in an interview with NPR that, “I think part of the success is that really it appeals to the way that we’re using social media. We’re always taking selfies, we’re sharing details about our lives. Also, we’ve had a summer of downer news, with conflict in Iraq so people are ready for positive news.”

"People want to look good to others, so it’s hard to turn down a prosocial cause," Jonah Berger, the author of *Contagious: Why Things Catch On*, wrote in an email to The Huffington Post. "ALS is a great cause, so when someone asks you directly to do this, it’s hard to turn them down without seeming like a bad person."

These public displays help people promote themselves whether it is their goal or not. Beth Kanter, said, “One of the key ways these campaigns become successful is the social proofing that’s involved. And what I mean by social proofing is you’re observing other people in your network doing something and you want to participate as well.”

This is enforced when celebrities such as Matt Lauer, anchor on The Today Show, and LeBron James, Cleveland Cavaliers player show their support by taking the challenge. Stephen King joined the fun and challenged fellow author John Grisham, to do the same.

King tweeted afterwards and said, “My shoes are wet and I’m freezing. While I dry off, go to #icebucketchallenge and kick in some dough.”

The Ice Bucket Challenge has been very rewarding to the ALS Association. Record-breaking donations from the viral sensation of icing videos have provided the organization the ability to do extensive research on Lou Gehrig’s disease. As of this writing since July 29, the organization received \$41 million from existing and new donors.

The Bottom Line: Participating in good deeds of charity can help promote your image, whether you

are famous or not. If you are an author challenge another author like Stephen King did and keep this thing going!

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

Tips for Tips Booklets

Paulette Ensign



The best tips booklet you can write is based on sharing your firsthand experiences. While stating things in absolute terms like that by mentioning "the best" leaves out many possibilities, there are reasons why it's true that your best booklet comes from your experience rather than doing any formal research on your topic. The only research needed is into your memories.

Imagine reading a tips booklet that has basic how-to information on a topic that appeals to you, something you are baffled by or that you simply want to expand your knowledge. That booklet is written as a reflection of the author's process in learning that information from the beginning, at the most basic level. It's easy for you to approach and absorb. It's appealing because it starts where you need it to start. The content comes from firsthand experiences, from one down-to-earth

person to another, sharing what they learned with someone who wants to learn it, too.

The language is presented in its simplest most generic form, without industry jargon or unnecessary polysyllables. The research the writer did was actually already done in the past by living through the process at some point in the author's life. It was hands-on, in-the-trenches, finding the potholes, real life research! Now the tips booklet is a reflection of that rather than pouring over their existing notes or doing a computer search or surveying anyone about the topic.

Think back to the earliest and most basic times when you were learning what you know now in your area of expertise. It was baby steps to get to the next level to ultimately where you are today. You came to your career with certain skills and interests and leanings, and then you learned the nuances that represented your growth. It's very likely you still are.

Let's say you are a life coach. You started off in a completely different career, maybe a public school teacher or a corporate CEO or a psychologist or a full-time-at-home parent. Something about changing careers to being a coach appealed to you. You certainly brought skills, gifts, and talents with you to your new career, yet you also started at a basic level learning to be a coach.

Reflect on that earliest part of your process in transitioning to being a coach. You took basic and

specific steps, bringing experiences and qualities with you. Those basics are most helpful to people reading your tips booklet now. You are certainly above-average on the intelligence scales, and your booklet readers are, too. All the more reason to start at the beginning so you and they can absorb the foundation and go on for more as you and they are ready.

ACTION - Leave your paper files and computer files from your earliest academic research on your topic alone as you start writing your tips booklet. Delving backwards into history through those files is little more than a distraction that detours and delays you from bringing the best of your real life experiences to those who want what you've got to share with them, who are ready for all of that from you now.

The Measure of Marketing

By Brian Jud



The metrics that publishing companies use most often to track performance include financial measures such as changes in sales and revenue. But viewed in isolation, these may have little connection to your long-term commercial success.

The question most publishers periodically ask themselves is, “Did I achieve the goals that I set?” The numbers are easy to measure and compare -- you either reached your sales objectives or you did not.

Due to this perceived simplicity, publishers stop there and recalculate their objectives for the next period. The problem with this process is it measures something you cannot control -- sales and revenue. If you could control them, then reaching goals would be a given. But you can only influence the attainment of those metrics by the actions you take.

Publishers can significantly improve upon this process by seeking several questions, such as, “Could sales have been higher? How? Did sales maximize my revenue and profit?” And if objectives were not achieved, “Why not?”

A simple two-step process can help make your publishing business everything you want it to be, and everything it could be. Step One is to measure the results of your efforts, such as the change in sales, revenue and profits. In Step Two, evaluate the actions that caused the results. Then eliminate or change what did not work, and continue doing more of what did work.

Measure the effect, evaluate the cause

Book marketing is a matter of cause and effect. When you create a quality, market-driven product, price it accurately, distribute it properly and promote it consistently your sales, revenue and profit should increase. The cause is the marketing and the effect is the demonstrable change in your target metrics.

Begin by measuring the relative attainment of your goals, but use that result only as an indication that you are doing something effectively and efficiently – or not. Measuring outcome is like reading a thermometer: it gives you information on current conditions. If you want to change the conditions you have to raise or lower the temperature setting on the thermostat.

As a metaphor, to change the reading on your marketing thermometer, reset the cause of the change – your marketing efforts. For example, when entering a new market such as corporate sales, the initial goal is to find new prospects to whom you can sell. You may set a goal of locating ten potential

buyers in the next month.

What factors will help you find new prospects? Several include defining, segmenting and qualifying your target companies, networking, searching the Internet and scouring directories.

If you do not have ten prospective buyers at the end of the 30-day period, the tendency is to assume the goal is too high. Instead, look at the actions taken to reach the goal. Are your target definitions correct? Did you spend too much time networking on Facebook instead of networking in-person at association meetings? Could you search different places on the Internet or find new directories? Evaluate the actions that caused the result and then make necessary corrections.

Your actions should have two qualities. First, they should be reproducible, meaning the implementation at one time is similar to that at a different time. Examples are telephone scripts and PowerPoint presentations that are honed through practice. They evolve to the point where execution can be replicated.

Second, actions should be predictive, demonstrating a causal relationship between the action and the outcome being measured. In other words, the effect of an action at one time will be similar to the result of the same action at a later time. Presenting a proposal and then negotiating the sale of your books reveals the predictive nature of marketing actions. Measuring unit sales, gross revenue or net profits represent neither reproducible nor predictive metrics.

How to measure and evaluate

Measuring the attainment of goals (or lack thereof) is an objective process that determines *what* happened. For example, you may have a specific number (ten) of prospects to find in a month. You compare the actual result with the proposed outcome and find yourself at, above or below your goal. That is the first step.

Note: I created a spreadsheet to demonstrate the measurement process. Go to <http://www.premiumbookcompany.com/Evaluationform.xls> Insert your sales forecast in column E. Then insert your actual sales for the period in the blue areas. The actual unit sales and revenue are automatically compared to your forecast (this spreadsheet assumes a list price of \$14.95 and retail sales discounted at 65%). Do the same for future periods to objectively measure your progress and keep you on track to achieve your annual objective. Remember, this is only an indication of what happened, not why.

Next, subjectively evaluate the cause to determine *why* the result happened. If your actual sales are below forecast, look at the quantity and quality of your actions. What can you do to increase your revenue? Could you publish your content as an ebook or booklet? Find new distribution partners? Enter different non-bookstore segments? Change your price or discount schedule? Do different, more or better promotion? Here is a checklist to help you subjectively evaluate the causes of poor, good and excellent results.

Poor Results

Product Driven
Mass-market orientation
Product focus
Average product quality
Average service quality
Function oriented
Reacting to competition

Good Results

Market driven
Segment oriented
Augmented Product
Better than average
Better than average
Process oriented
Matching competition

Excellent Results

Market driving
Customer oriented
Focus on solutions
Excellent products
Excellent service
Outcome oriented
Leading competition

Supplier exploitation	Supplier preference	Supplier partnership
Distribution exploitation	Distributor support	Distributor partnership
Price driven	Quality driven	Value driven
No plan	Written plan	Implemented plan

This two-step process may be applied to any cause-and-effect situation. For instance, if your authors are not appearing on as many media events as planned, maybe they need to change the way they approach producers. If they are getting on many shows but not selling books, perhaps they need to improve their performances by taking media training.

If you want to know the scale of a situation, gather and compare the numbers. If you are satisfied with your results, keep doing more of what you are already doing. If you are not satisfied, evaluate your actions and try something different. Remember that you cause the results, so look to where you have the most influence on them.

Discover how to measure and evaluate your marketing performance at the APSS Book-Selling University sponsored by Bowker, Philadelphia, Oct 24-25 (<http://tinyurl.com/kxucber>)

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

Why Corporate Buyers Could Use Books as Promotional Items

Guy Achtzehn



Once the objectives are in place (see the November *Sales Informer*), turn your attention to reaching them. A book chosen as the promotional tool can reach those objectives perhaps more quickly than other items. It is a promotional item that will create a reward structure with incentives powerful enough to reward or modify behavior, but not so generous that they erode margins. Here are some of the criteria to consider when making that decision.

Ease of redemption. Participants in a promotion are motivated more when there are a greater number of redemption opportunities. A program that offers X number of books with \$100 in purchases is more inspiring than a redemption offer of the same number of books with \$200 in purchases.

However, this is counter-productive to what the purveyors want, since more frequent redemption increases the cost of the promotion.

A book can help both parties achieve their objectives. Since they can be delivered in a variety of formats, their cost can be reduced significantly. For example, books can be downloaded into a portable reading device or directly to one's laptop computer. This may be the solution if shipping costs become an issue, too.

The Promotional Bookstore provides electronic books (called *ebooks*) on many topics, and can easily transfer any book to its electronic – and less expensive – equivalent. With this in mind, the shoe store cited above might offer six books with 8 punches. Or, after four punches consumers might get one additional ebook for every \$15 of purchases.

Motivation. Sales people respond better to performance incentives that promise pleasure, rather than more utilitarian incentives such as cash. Books fit the bill again because they are tasteful. Their high-perceived value does not demean the sender or recipient. In a way, a book defines the taste of the giver. People like a premium that flatters their intelligence, and books do that.

Flexibility.

Books have varied usage in that they can be used to reward, motivate educate or entertain employees, salespeople, customers and dealers.

A title may be coordinated with a season or holiday. For example, Nestles, Betty Crocker or Pillsbury might seek a book as a premium offering recipes for Christmas cookies.

Customization. Books can be customized not only by adding the corporate logo to the cover, but throughout the text. The company's product can be inserted wherever it is used in the book. An employee's name can replace that of the hero or heroine in the book – and each book can use a different name.

Books can be used with other products to extend or create a theme. They are being used as sales awards, corporate gifts, spirit awards and safety awards since books have broad appeal. (Contact The Promotional Bookstore ASI #79369 for more information.)

Portability. A book – with the sponsor's logo, ad or message plainly visible – can be taken everywhere. This could be on planes, trains, buses, to the beach or anywhere people congregate.

Promote additional purchases. A book can create incremental demand, spurring purchases that might not otherwise be made. This is a common effect of multi-tiered promotional programs (silver, gold, platinum) where each higher tier brings additional benefits.

Create a sense of momentum. Even when status levels are not part of a program, a valued reward can lead consumers to increase the velocity of their purchases. Studies have proven that the further along members are in a promotional program, the more they use it. Accomplish this by including the “first book free” giving a little *push* to get the program moving. Give it even more value by describing it as “signing bonus,” and use an ebook to keep the cost down.

Personalized recognition. One advantage of being able to use a book as a promotional product is for the seller to target promotions to individual customers or employees. This can be important in today's workforce where three generations of employees could be working for the same firm. One item may not be effective motivating or rewarding a baby boomer as well as those in generation X and in generation Y.

Books can be customized to an individual's needs and with an individual's name, inspiring intended reactions among a variety of recipients. You could also place the company's name on the cover of the book or replace the cover with one of leather. Ask the company's president to write the foreword. Some companies may want to include a page of advertising or links to its related products and services. The content may also be tailored to fit a special occasion or season, to recognize service anniversaries or celebrate a company landmark.

This concept could also be applied to motivating employees. What if employees were given the opportunity to earn a first aid kit by maintaining a record of safety at work, and for attending safety meetings held that month? The employer could use a book on safety as an add-on to the award. To further the cause, The Promotional Bookstore will create a customized tip-In page placed in the middle of the book telling people to bring it back to work the following day and have it stamped at

the safety office. For doing this, they would be entered into a drawing for a prize pack containing items such as: an Apple ipod, a Coleman Roadtrip Grill, a Leatherman Wave Tool and a Fuji Digital Camera. Employees would begin to understand that following directions of the safety department could be very rewarding.

Create an ongoing theme.

People like to meet the author, particularly if he or she is famous. Similarly, authors enjoy conducting book-signing events. For added impact, arrange an author appearance on the company's premises or at a trade show. Books can be autographed to individual employees or customers. The Promotional Bookstore can arrange these events for you.

Involve senior management with the theme, too. An executive may want to write a book, but doesn't have the time. A ghostwriter can be employed to write the book for the executive. The Promotional Bookstore can arrange for this. We have dozens of ghostwriters working within our program.

If the company is in a quandary as to which book to use as the focal product, they can test various covers and content to find out which is most likely to achieve the objective of the promotion. The Promotional Bookstore can arrange printing small quantities of books for test marketing.

If the theme takes off unexpectedly, additional books can be supplied quickly. Once the initial customization is done, printing new books is easily achieved in a matter of weeks. If there is no customization, the publisher may have sufficient inventory to fill immediate demand while additional books are printed.

Contact Guy Achtzehn at The Promotional Bookstore, guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items

Upcoming Marketing Events

The Best of the Best – the Top 50 Marketing Tips from 2014 **By Brian Jud**

Thursday, January 8 at 6:00 pm Eastern time

During the past year APSS has sponsored 24 semi-monthly webinars. These webinars have been on topics to help you sell more books, more profitably. In our first webinar of 2015 we will review the top tips of 2014 that can help you the most. Here are just a few of the topics that you will re-discover on our whirlwind tour of the past year's book-marketing webinars:

- How to find more prospective buyers
- Tips for selling more books to schools
- New ways to sell more books during in-store events
- Hints for selling more books to the military and government buyers
- How to break into the lucrative market of special sales
- How to write and present a proposal to sell books in large quantities
- Negotiating tips for maximum sales
- New ideas for selling to all retailers – not just through bookstores
- Hints for selling more books during the fourth quarter

Perform a mid-year evaluation to reach your annual goals
How to plan for selling more books in 2015

Sign up at <http://tinyurl.com/lgbs4sq>

What's in a Name? EVERYTHING! How to Name Your Book

By Scott Lorenz

Thursday, Jan 22 6:00 pm Eastern time

Besides writing a great book, nothing is more important than the title. For some authors naming their book is more difficult than naming their children. Is there a method, a strategy to titling a book? "YES," says book publicist Scott Lorenz, President of Westwind Book Marketing.

Tune into a free webinar on January 22nd when Lorenz will offer up tips, techniques and best practices so you can give your book a fighting chance. He'll discuss proven methods to become discoverable by Google, Bing and Amazon just by naming your book correctly. He's researched and written about his findings using Alliteration, IDIOMS, Clichés and high ranking key words in the title and sub-title. You won't want to miss this stimulating conversation about naming your book.

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