



# 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 3, Issue 2, Number 22 February 2015

Here is your February 2015 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



**APSS is *the* New Source of Help for Selling Non-Returnable Books to Non-Bookstore Buyers**

**And we are coming to a city near you**

**Get the benefits of membership in a national association with local, face-to-face meetings**

APSS is a national organization — the *only* national organization — devoted to helping its members sell their books to non-traditional buyers.

Non-bookstore sales to buyers in corporations, associations, schools, hospitals, the military and government, and in non-bookstore, retail markets can be a profitable source of new revenue. As an APSS member, you will discover new and better ways to increase your revenue and profits by selling your books in large, non-returnable quantities. See an example of an APSS Chapter at <http://community.bookapss.org/page/connecticut>

APSS Chapters are currently operating in these cities with more coming on board regularly. Start or join your local chapter today!

- Connecticut: June Hyjek ( [june@aplaceofgrace.net](mailto:june@aplaceofgrace.net) )
- Atlanta: Dave Savage ( [Dave@DaveSavage.com](mailto:Dave@DaveSavage.com) )
- Baltimore: Dr. David Kenneth Waldman ( [DavidKennethWaldman@gmail.com](mailto:DavidKennethWaldman@gmail.com) )
- Santa Clarita, CA: Willa Robinson ( [willa@knowledgepowerinc.com](mailto:willa@knowledgepowerinc.com) )
- Toronto, Canada: Monica Palmer ( [tsheba@bellnet.ca](mailto:tsheba@bellnet.ca) )

Chapters are currently under construction in Boston, Chicago, Nashville, New York City, Palm Springs, Philadelphia, Phoenix and Sarasota

If you want to start a chapter in your area contact [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)

## APSS Tip for Finding Potential Non-Bookstore Buyers

### Know your target buyers.

1. Readers. Who are the people who would benefit most from your content? As an example, unemployed people need job-search assistance, but there are many free sources of that information. Knowledge of that fact and an investigation into those sources might lead you to sell to a list of prospective customers such as libraries, corporations, colleges and state governments.
2. Influencers. These are people who can assert power or authority over the decision maker.
3. Connectors. These are people who serve as your advocate simply by telling others about your book. This objective, third-party endorsement can be a powerful persuader. The media is one example, as are celebrities and people who are notables or leaders in the field of your subject matter.
4. Business buyers. In general, retailers reach general consumers, selling one book at a time. Buyers in the non-retail sector can purchase in large, non-returnable quantities. In what general categories might you sell (corporations, associations, schools)? Who are the decision makers in each (product managers, program chairs, teachers)?

## The 7 Rules to Successful Presentations

### By Steve Knight



Type “presentation skills tips” into Google and you’ll return around 73 million hits. There’s a lot of advice out there about what makes a great presentation. I’d like to focus instead on what makes a presentation great. There’s a very subtle difference and it centers on you, the person doing the presenting, because you need to be the Captain of the ship.

A lot is written about putting on a mask of “confidence” to help you deliver a great performance, but the real secret is this...

It’s not about becoming someone that you’re not by donning a mask, it’s about allowing and authorizing yourself to become who you are truly capable of being. This is the key to taking the stress out of all areas of communication.

Don’t try to be like anyone else when you present; in fact don’t present at all. Instead be consciously aware of your presence. This will ensure that you focus instead on being the best possible you. The more authentic and comfortable you are, the more relaxed you will be. This in turn means that your audience will relax with you and be able to sit back and fully focus on connecting with you and your message.

### Here are The 7 Rules to Successful Communication

They apply across the many layers of physical communication. Whether you are in a small meeting, at a job interview, or delivering a keynote speech at a large conference... and anything else in between.

The core theory here being that the context should not determine your behavior. The same genuine, authentic YOU should show up in all situations. You may adopt different tactics, but the very core, the very heart of YOU and who YOU are remains as constant as the North Star...

**1: Assess your audience.** It’s not about what you want to say to them, it’s about what they need to hear from you in order to be inspired and motivated by your message. There is no such thing as just

information. Your information needs to be accurate and relevant to your audience. It needs to strike a chord. It needs to matter.

**2: Bring the air of Positivity and Gratefulness** into the space. No one wants to listen to a cup is half empty, downward spiral, negative orientated person. Remember, you have a choice about how you show up. You are ultimately in control of your feelings and emotions.

**3: Diaphragmatic Breathing leads to great Voice Projection**, because it ensures we create powerful energy with our breath to vibrate our vocal cords. It is that efficient vibration of the vocal cords that brings quality, gravitas and power to our voice. [www.yourvoiceispower.nl](http://www.yourvoiceispower.nl)

**4: Body language.** Make purposeful eye contact with your audience and direct your body language towards them. Ensure your facial expression is congruent with your message. Make it your goal to build connection and trust.

**5: Voice Visualization.** Bring your words to life by properly conveying the meaning behind them. If you are talking about something that is positive make it sound positive. If you are talking about something shocking make it sound shocking. Don't flatline with your voice. You have a duty to lift your words off the page. The art of storytelling works in all business presentations.

**6: Leadership Presence.** Think of your all-time favorite leader and communicator. When you see and hear them speak or see a photo of them what images and feelings come to life for you. What is their brand? What do they stand for? What is their legacy? Then ask yourself those same questions about yourself. Start to live and breathe and broadcast the qualities you admire and aspire to. Again, allow and authorize yourself to become who you are truly capable of being.

**7: No Death by PowerPoint.** If you choose to use slides, use photos and images... the bigger the better. A picture paints a thousand words. There are two purposes that slides serve... a) to help your audience understand your message quicker and b) to help your audience retain the information for longer. So, if you choose to use slides (and who says you have to?), use them wisely and creatively and absolutely ensure they are uncluttered. Keep your bullet points to one line only wherever you can and ensure that you have no more than 6 or 7 bullets per slide. Use bullet build "Appear" NOT the default of "Fly in from the bottom" so you click the presenter mouse to reveal the bullet when you are ready. Click, reveal, embellish. This stops your audience reading ahead of you, marries what you are saying with what appears on the screen, keeps you on track and on message and ensures that you remain the Captain of the ship.

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Steve Knight is Adjunct Professor of Business Communication at INSEAD Business School in France and Singapore, a Certified Executive and Leadership Coach and Co-Founder of Voice is Power.

## APSS Tip for Negotiating Large-Quantity Orders

Successful negotiating is the process of building credibility, trust and relationships. Those conditions do not occur when either side feels they have been manipulated. Therefore, you do not have to be a trained negotiator to be successful. You simply need a desire to help people, a passion for your book and the willingness to listen to and understand others.

# 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.

## 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.

## Presentation Skills – 4 Useful Ways To Use Body Language When Presenting A Speech

By Mark Wayne Adams



When giving a presentation, you want your message to have the maximum impact on your audience. Connecting with your audience often involves nonverbal communication cues that you give as you are presenting. Below are techniques to try to use body language when giving your speech!

The four techniques below exhibit subtle ways to use your body language during your speech. Use these tips in moderation and let us know how effective they were during your presentation.

### #1 – Eye Contact

Use eye contact to look at the people during your presentation. Don't stare at any one person for more than a few seconds but look at your audience and see how they are receiving your message. Look for smiles, questioning looks, people raising hands, etc. This way you are engaged and can interact effectively!

### #2 Move Around

Depending on the length of your presentation, move around. Walk around the room or move with purpose as you make points during your speech. I once saw an amazing speech about dancing where the toastmaster, Jody Roberts, ended her speech with an impromptu dance! That was years ago & I still remember it!

### #3 – Use Hand Gestures

If possible, use gestures when giving your speech. Utilize your space effectively by using the body to assist with telling your stories. Before the presentation, make sure you have move all breakable or liquid items a safe distance so you don't create a new show as you use gestures during your presentation.

### #4 – Smile

So simple yet often forgotten. As presenter, we often spend so much time preparing the presentation, room, and venue that we forget the one thing we have on hand that can transform our speech and how the audience perceives you. Smile and relax as you are presenting!

**In Conclusion:** These four simple tips can enhance your presentation without costing you a cent. Practice prior to your speech so you can learn how to utilize these non verbal communication techniques effectively.

# Dual Distribution

Brian Jud



You have two possible avenues in which to sell your books: retail and non-retail outlets. As a general rule, however, it is not necessary to choose only one of the two options, because some combination of them will most likely optimize your profitability. This is the concept of dual distribution.

## Creative Marketing Example

By understanding your options, you can choose the best marketing strategy for each of your titles. Let's say yours is a 6 x 9 inch soft-cover book, 240 pages with a list price of \$19.95. If you printed 1,000 of those books at \$3.04 each and sold all 1,000 to bookstores with a distribution discount of 65 percent off the list price, your revenue would be \$3,943. If instead you sold all 1,000 to a discount store like Wal-Mart at a 70 percent discount, your revenue would only be \$2,945, which is \$1,000 less. Figure 1 demonstrates both of these situations. Furthermore, in both of these cases the books are returnable.

Figure 1 - Revenue from Trade and Discount Store Sales

Bookstore Distributor	Discount Stores	Revenue
1,000		\$3,943
	1,000	\$2,945

On the other hand, if you apply creative marketing strategy you will most likely be able to increase your revenue. For instance, you could sell the same 1,000 books through a library wholesaler at a 55 percent discount and make \$2,000 to \$3,000 more than you would by selling them all to a bookstore. Or you could sell them direct to end users at a 20 percent discount and maximize your revenue, as shown in Figure 2. You might complete this analysis and decide you want to market all of your books directly to end-users. However, you will quickly learn that your gross revenue will be diminished by the increased costs of doing all the selling work yourself, which is why dual distribution is often best. Also, you may not have the time or skill to successfully conduct such an intense direct marketing campaign and fulfill every order manually.

Figure 2 - Revenue from Creative Marketing

Bookstore Distributor	Library Wholesaler	Discount Direct	Discount Stores	Net Revenue
1,000				\$3,943
	1,000			\$5,938
		1,000		\$12,920
			1,000	\$2,945

## Optimize Your Revenue

Your overall sales goal should be to *optimize*, rather than *maximize* your revenue. As Figure 3 shows, if you divide your sales among several distribution channels--employing the concept of dual distribution--you can find the distribution combination that will lead to the most revenue given your available time and talents; thus, optimizing your profits.

Figure 3 - Using Different Creative Marketing Strategies to Optimize Revenue



DISTRIBUTION CHANNEL	Bookstore Distributor	Library Wholesaler	Direct	Discount Stores	Total Sales*	Net Revenue
Distributor only	1,000				1000	\$3,943
Wholesaler only		1,000			1000	\$5,938
Direct only			1,000		1000	\$12,920
Discount Stores				1,000	1000	\$2,945
Combination A	250	250	250	250	1000	\$6,436
Combination B	250	500		250	1000	\$4,691
Combination C	125	125	500	125	875	\$8,063
Combination D	150	250	350	250	1000	\$7,334

For example, Combination B in Figure 3 eliminates the option of direct marketing, but minimizes your potential revenue. However, this may *optimize* your revenue if you disdain selling. Combinations A, C, and D may not maximize your revenue, but they do demonstrate how a strategy of dual distribution can optimize and strengthen your revenue streams, which will protect you against competitive actions and deviations in the general economy.

You can purchase an Excel spreadsheet that will automatically calculate your own distribution options at [www.bookmarketingworks.com](http://www.bookmarketingworks.com)

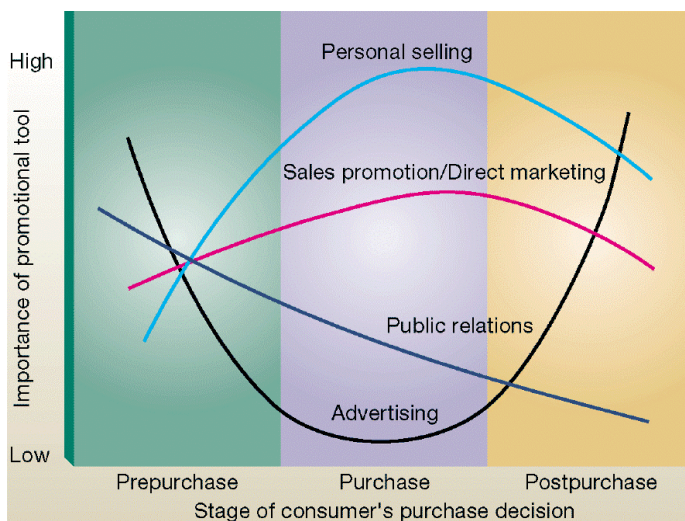
Not all dual distribution strategies and combinations yield the same results. Manipulate your non-trade marketing strategy to generate the most lucrative distribution combination for your circumstances. Your answers to the questions in the following section will help you determine the best combination for your book.

*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*

## What's The Big Idea?

Editorial by Brian Jud

Some promotion is good for exposure, some for sales. Some promotion works in the short term and some is designed for long-term impact. Use the right promotional tool for the right reason at the right time and should see a real growth in your sales, revenue and profits.



# 10 Tips for Effective On-line Live Presentations

By Jeff Davidson, MBA, CMC



If you haven't noticed, much of the training that used to be done in person is giving way to the web, and giving a good presentation is an effective way to accent your book(s). As with any form of presentation media, there are ways to stand out from the crowd.

1) Barricade yourself. During the time you are giving your on-line presentation, ensure that absolutely nobody can intrude upon your space. No phones, no beepers, no buzzers, nobody knocking on the door. No extraneous sound what so ever. This is necessary for two reasons. The first, of course, is so that those sounds don't make their way onto the program itself. The second, and perhaps more important reason is that you need the security to know that you can proceed for the duration of the presentation without fear of interruption.

2) Use a telephone headset to ensure that you have fluid motion, reduced potential for fatigue, and freedom to shift positions easily. If you don't or can't use a headset, make sure that you have a highly comfortable chair, plenty of desk space, and room to maneuver. Slides and streaming video and audio available to viewers from the web site are just the icing on the cake of your overall presentation. Your voice over the phone is the make or break factor in determining whether someone will stay glued to their screen, wander off, or perhaps click off altogether. This leads us to...

3) Be at your best. You need to get a good night's sleep, have a well-rested voice, eat a balanced meal, and take your vitamins. Also, prepare a cup of tea or whatever comforts you so that you can be at your absolute best when presenting in this medium. Listeners can tell when you are not well rested, when you are under-nourished, when your energy is down, when you are rushing, and when your voice is getting fatigued. They would prefer not to hear these things.

4) Have all your working materials arranged accordingly in advance. Yes, you already know this, but it is too important to leave out. You don't want to be shuffling through papers or other documents when you need to be giving your complete and darn near undivided attention to your phone connection and the people who will be listening to you on the other end from anywhere across the country or the world. Lay out your materials at least 20 minutes before your presentation begins, and certainly no later than 10 minutes before hand. Have all information ready on how listeners can order your book.

5) Mentally rehearse your entire presentation. No matter how many times you have given it before to a live audience, or in some medium other than a web based live presentation, the dynamics definitely are different. You may be working with a host or interviewer who helps you along with questions, prompts, and other useful gestures. Whether you are or not, you want to be prepared to deliver your presentation from A to Z without a hitch, so that your listeners get the very best of you.

6) Visualize your audience. Who are they? Where are they? As with a live audience, your mission is to find out as much about them as possible (well before your web cast). What kind of environment do they work in? What are their challenges? What are they hoping to get from your session? If you don't know the answer to these questions, and most of them are not readily apparent in this presentation medium, then your work is cut out for you.

7) Orchestrate your presentation. Where are the highs and where are the lows? Where do you want to have your audience enthralled? Where are you simply presenting bulleted items in a matter of fact



kind of manner? Where will you make dramatic pauses? Where will you speak excitedly? Your goal at all times is to be as informative and as entertaining as possible.

8) Prepare for questions in advance. Increasingly, live online programs allow for participant questions in real time. You can't always anticipate what is going to be asked, but there is quite a bit that you can anticipate. What do people ask when you make presentations at conferences and conventions? Chances are some of the same types of concerns will come up here. Welcome and encourage questions, remembering at all times that answering an audience participant's questions may indeed prove to be a valuable service for you and your participants.

9) Prepare for your close. Even if you have slated a Q & A session near the end of your presentation, take back the reins and have at least a 2 or 3 minute close prepared. As with an onsite audience, people need a sense of closure, and the best way to ensure this is by preparing. Occasionally, someone will ask a question that can be used for your close, but you can't always count on it.

10) End on time. Your audience participants, as well as your on-line facilitator and the conference host are counting on you to stick to the schedule. They may have other things scheduled directly after yours. They certainly have their personal agendas. Participants and providers remember those presenters/speakers who went over the allotted time, and they more readily appreciate those who didn't.

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*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.*

## 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](http://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.

Whether you are a well-known author or self-publishing your first book, Listmania is an economical way for you to promote your book.

**The Bottom Line:** Listmania gives authors free exposure leading to more sales and recognition. Make a Listmania list TODAY!

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Learn more about Westwind Communications' book marketing approach at <http://www.Book-Marketing-Expert.com> or contact Lorenz at [scottlorenz@westwindcos.com](mailto:scottlorenz@westwindcos.com) or by phone at 734-667-2090. Follow Lorenz on Twitter @aBookPublicist

## Tips for Tips Booklets

### Paulette Ensign

Maybe you proudly and enthusiastically bubble over announcing that you have dozens of topics to write about when it comes to tips booklets. That's often the moment that causes great concern to someone who has traveled a well-worn path on the booklets journey for over two decades, for reasons that are more and less familiar to you as you read on.



Focusing on having many titles rather than getting ONE booklet done can keep you from getting that first or next booklet completed at all. Which ONE needs to start things rolling for you? Maybe it turns out that only one booklet is necessary, that you can treat multiple related topics all within one booklet, a section at a time. All of a sudden, that instantly shortens the list of all those booklets you were thinking of doing, and brings you closer to getting one done and out into the world.

Thinking about and even writing lots of booklets may be a way to avoid getting the word out about what you already have, whether it's booklets or other products or services. Many people believe that writing is the easiest part of the process, and would do just about anything not to have to market or promote their products. That might echo a thought you noticed going through your mind.

By having a substantial number of product choices you risk overwhelming people with what becomes too many choices. Your clients and prospects end up saying "no," simply because they are unsure about which one is best for them. This is true whether they are new to your expertise or a returning client, to know where the starting point is among your products, or what their next step is, regardless of how clearly you indicate an appropriate sequence on your website.

You know the nuances and distinctions and levels of your information. Your customer or prospect probably does not. They may feel the many titles and topics represent different approaches, further confusing them so they buy nothing rather than something.

Remember that the point of writing tips booklets is to create products based on the concept that less is more. Giving people enough good, solid information in small pieces is the best way to serve them. They will digest that information and then be ready for more. You'll have more for them, whether it is a more advanced level beyond the basic information, or it's a deeper explanation of the tips through a more narrative product format like a conversational audio, a video, a special report, or book.

**ACTION** - Recognize that busy doesn't equal productive. The process of creating more products, whether they are tips booklets or anything else, can feel almost addictive to you, like trying to eat only one potato chip. At some point it can seem like it's never enough. Be strategic about what products you create, how they relate to each other, how frequently you'll introduce a new product, and, most importantly, what you'll do to let your people - your followers, clients, customers, buyers, those you serve - know about what you are offering in a clear and easily approachable way. They will serve you by you serving them!

## How to Look Smarter: The Tactics People Use to Look Intelligent Often Backfire; Fancy Words Don't Work

By Sue Shellenbarger



While trying to look intelligent, a lot of people do things that make them look dumb. For instance, people use big words or put on a poker face—tactics that can backfire for some, studies show.

A growing amount of research is teasing out how people form first impressions of others' intelligence—and how well it works when you try to manage those impressions. The cues people look for in assessing each other's intelligence are

simple. But they aren't always easy to pull off under pressure. They include showing self-confidence, speaking clearly and smoothly, and responding thoughtfully to what others are saying, research shows.

And put away that phone: One of the strongest and most accurate signs of intelligence is looking at others when you are speaking to them, says Nora A. Murphy, an associate professor of psychology at Loyola Marymount University in Los Angeles, who has conducted six studies on the topic. In one, Dr. Murphy compared, in the same study, the behaviors people adopt when trying to look smart with the cues observers use in sizing up others' intelligence.

In a 2007 study of 182 graduate students, some participants were instructed to try to appear intelligent during a videotaped discussion with a partner. Each also took an IQ test. Other people were asked to watch the videos and make a judgment about the participants' likely IQ. Separately, researchers watched the videos for 28 different behaviors.

People trying to look intelligent had a few behaviors in common. Among them were looking at others while listening or speaking, sitting up straight, putting on a serious face and avoiding certain gestures, such as touching their hair or face. But just the first two of those behaviors earned them a high IQ score from people watching the videos.

The observers also gave higher IQ ratings to participants who appeared more relaxed and confident. They rated as smarter participants who wore a self-assured expression rather than a poker face, spoke clearly in a pleasant, expressive voice, and were responsive to their conversation partners—gesturing, nodding and “being engaged in the conversation and paying attention,” Dr. Murphy says.

People who tried to appear intelligent risked exposing what they didn't know, the research shows. Observers were more accurate in estimating the IQs—including lower IQs—of those instructed to act intelligent than in estimating the IQs of controls who weren't given any instructions. Apparently, participants' attempts at impression management actually magnified other cues signaling low intelligence.

“The more you try, the more it's going to be obvious” that you're trying, Dr. Murphy says.

Some simple stereotypes about intelligence can also shape others' first impressions. Wearing eyeglasses can lead strangers to regard you as more intelligent, says a 2011 study in the *Swiss Journal of Psychology*.

Using a middle initial makes people expect you to perform better on a competitive intellectual quiz, according to several studies of European and U.S. subjects published last year in the *European Journal of Social Psychology*; middle initials are linked in many people's minds to higher social status and education.

Those positive first impressions may be shattered, however, as soon as pretentious language starts interfering with others' ability to understand and communicate with you. People who embellish their writing with long, complicated words are seen as less intelligent by readers, according to a 2006 study in *Applied Cognitive Psychology*.

The workplace, of course, is full of people trying too hard to look smart. Dianna Booher coached a manager who tried to impress others by learning a new word every day and using it all day. “He'd say, ‘I'm going to use the word ‘ubiquitous’ today,’ and he'd use it three or four different ways in meetings, in hallway conversations, and sometimes it fit and sometimes it didn't,” says Ms. Booher, a

Colleyville, Texas, author and consultant on business communication. Rather than burnishing his image, “he became a laughing stock,” she says.

Others try to project intelligence by talking too much, and too loudly—“hiding inside a barrage of words, hoping no one will notice that they don’t know anything,” says Lisa D. Parker, president of Heads Up Coaching and Consulting in New York.

Ms. Parker has a clock on her office wall. She sometimes quietly times overtalkers and surprises them by revealing just how long they’ve been droning on. She advises them to practice halting the flow: “Ask a question, let somebody else talk, and practice long, slow, deep breaths” to regain self-control.

Onlookers often interpret such behavior as a sign of insecurity and low self-esteem, says Joel Garfinkle, an Oakland, Calif., executive coach and author.

Appearing calm and confident is another cue: People who move faster than others around them are seen as less intelligent, according to a 2007 study in the *Journal of Personality and Social Psychology*.

Still, some people treat projecting intelligence like a race, says William Arruda, a New York City personal-branding consultant. “In meetings, they think, ‘I always have to have the answer, so I have to blurt out the first thing that comes to my head,’ ” he says.

Others quickly see through such behaviors as a sign of insecurity. Those who do the best job of projecting intelligence, Mr. Arruda says, “are those who are able to say, ‘I don’t know.’ ”

When Dan Cappello, a former insurance executive and stock-exchange floor trader, bought a company that makes equipment for chip manufacturers years ago, he knew nothing about the industry. In initial meetings, he decided to just admit it, and surprised the company’s 40 employees by announcing, “Hey, I don’t understand this. Can you explain this to me?” Mr. Cappello says. He told employees he was eager to learn the business but would focus on his strengths in sales and marketing to expand the company, says Mr. Cappello, president and CEO of MEI in Albany, Ore. The company has expanded sales tenfold and grown to 300 employees.

The kind of natural, responsive behavior that conveys true intelligence is complicated, says Suzanne Bates, an author on executive presence and chief executive of Bates Communications in Wellesley, Mass. It entails listening carefully, responding in a way that shows understanding, asking questions and welcoming other points of view. “You really can’t fake it,” she says.

You can learn it, though. Carolyn Sandano worried on her first major job out of college years ago, as a marketing specialist for a law firm, that colleagues would look down on her because she didn’t have a law degree. When her boss asked her for a recommendation on buying some software, she wrote a 30-page report bristling with data, big words and erudite sentences. “I wanted everybody to think I was smart,” she says. Instead of reading it, her boss asked her at a meeting to “just boil it down for us.”

These days, the New York City legal-marketing executive is open about what she doesn’t know, and “if I’m wrong, I say so,” she says. She asks a lot of questions and spends 75% of her time listening intently, she says, “as if there were nothing more important in your life right now” than that conversation.



She also shows genuine interest in others' ideas. "The thing I do that I find people respond to the most," she says, "is that I am really enthusiastic."

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## Why Does It Take So Long To Sell Your Books To Non-Bookstore Buyers?

Guy Achtzehn



Many independent publishers try to sell their books only to bookstores and other retailers. Their efforts consist primarily of securing distribution partners to funnel books to retailers who put them on their store shelves. There the books remain, nestled among their competitors for a quick comparison of benefits and prices. The point-of-purchase sales process may take 10 minutes, since the risk of making a wrong decision is low. If the book does not meet expectations it is returned, and eventually makes its way back to the publisher.

Other publishers realize the vast opportunity of selling their books to non-retail buyers, but approach the sale in their traditional manner. They expect a similarly short selling cycle because they are unaware that retail selling is much different from the process for selling books to non-retail buyers. Primarily, corporate buyers do not purchase your books to sell off a shelf. Marketing people use your book's content as a tool for selling more of their products. Or, Human Resource managers use your content to motivate, educate or reward employees.

Additionally, there is little formal distribution structure in this segment. Publishers must make the sales calls themselves, or work through promotional-products sales people. These independent sales representatives grow their businesses by seeking and selling to a continuous source of new prospects. They learn their prospects' needs, propose solutions, make multiple presentations, negotiate the terms of each sale and service the business once the order is placed.

This process takes considerable time, if for no other reason than that the buyer's risk of making the wrong decision is considerably higher since their book purchases are not returnable. Here is a description of the typical steps required to make a large-quantity, non-returnable sale to a professional corporate buyer.

### **Step One: Search for prospects to create new opportunities**

Create a prospect list to find new buyers for your books. These could be marketing people, C-level executives, HR managers, sales managers, meeting planners, and prospects at government agencies or at schools.

### **Step Two: Qualify and prioritize your prospects**

Not all prospects are equal in their ability to purchase your books. Some may be entrenched with competitive products, have no budget to purchase, or may have recently concluded a promotional campaign and are not currently in the market. Decide which are the best sales prospects at this time, and concentrate your sales efforts where they should get the greatest return.

### **Step Three: Meetings with each prospect**

Once you have a few good leads, meet with them to introduce yourself and your ideas. You may have to meet several times to set the buying criteria, objectives for the campaign, and plans about how to proceed.

#### **Step Four: Planning**

Detail your plans and budgets describing how your book will most cost-effectively reach the stated objectives. Organize this information into a proposal describing why your proposition is the best solution among competitive proposals, given the buyer's objectives.

#### **Step Five: Initial presentation**

Next, present your proposals to the decision makers. If there are multiple decision makers (or if the potential order is very large), you may have to return several times to meet with each, securing the agreement of every person involved in making the decision.

#### **Step Six: Due diligence**

Depending on size of the investment required to purchase your books, the prospective customer may investigate its impact on employees, sales, brand image, competitive position, customers, suppliers, salespeople, purchasing policies, warehousing procedures, previous promotions, marketing plans, budgets as well as short-term and long-term business plans.

#### **Step Seven: Follow-up**

You must stay involved during your prospect's due diligence to make sure the outcome is favorable. In some cases new information is revealed, budgets are changed, personnel may change and the process begins anew.

#### **Step Eight: Negotiation**

Rarely is your initial proposal accepted in totality. All parties typically negotiate in good faith to get the best deal. Negotiate in a way that creates long-term relationships resulting in recurring revenue.

#### **Step Nine: Service the order**

Once the order is placed, track it closely to make sure the correct books are shipped at the right time in the right quantity.

Each of these steps could require a few weeks -- or a few months -- to complete. You can perform all these steps yourself, or you can hire promotional salespeople to do them for you. Or, my company can sell your books for you on a commission basis. Regardless of who does it, all these actions must be taken in the proper sequence to consummate the sale, build the relationships and create lasting revenue. And that takes time.

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

**APSS Partner Profile -- Publishers and Writers of San Diego**



Are you an aspiring author who dreams of one day publishing your book? Do you want to sell more copies of your already published book? Are you wondering about ebooks and digital publishing? Join Publishers and Writers of San Diego to learn, network, and support your publishing endeavors.

Publishers and Writers of San Diego (aka PWSD) is a nonprofit trade organization focusing on the business of publishing. Our mission is to help independent publishers and authors understand the many facets of the industry and publish as successfully as possible. We emphasize upholding professional standards, regardless of how a work is brought to market, and learning together about this constantly changing business.

PWSD has been a forum for education, networking, and motivation since 1994. Originally founded as The San Diego Publishers Alliance, the group's members come from all areas of publishing and writing — authors, independent or self publishers, editors, book packagers, designers, consultants, promotional professionals, students, and more.

Because of its established presence and history, PWSD is recognized throughout the publishing community as a valuable organization whose members contribute greatly to the benefit of our profession.

Our group meets the last Saturday of each month to network and learn from a guest expert on various publishing topics. The November and December meetings are combined into a free open-house social in the beginning of December.

If you would like to join PWSD, go to <http://publisherswriters.org/join-pwsd-now/>

## Upcoming Marketing Events

### How to Improve and Expand the Value of Your Niche Publicity



By Sharon Castlen

Thursday, March 5, 6:00 – 7:30 pm

Your initial book publicity efforts are in the rear view mirror as you move into the ongoing niche publicity for your target markets. How do you drill down deeper and reach the publicity options for your topic/target markets. What do you need to do ahead of this effort to get their attention? And then what can you do WITH the publicity you receive to expand and extend its reach and convert it to real sales? Where can you use it? How can it help you even months after it's appeared? Learn from veteran book marketer, Sharon Castlen the keys to getting the full value of the publicity AND converting into even greater sales.

Sharon Castlen, Book Marketer, works with small presses and independent publisher clients across the country to develop the unique marketing strategy for each book. She then puts it into action for cost and time effective results. With thirty years experience in

marketing and media, she focuses on promotion and distribution for the niche markets at the national, regional, and local levels. She believes strongly that integrating your marketing effort with excellent distribution and strong promotion generates greater success and increased sales. Her work focuses on non-fiction and includes health, parenting, womens, cookbooks, childrens, Christian, and business titles

Register at <http://tinyurl.com/ngze447>

## **Book Printing Options for Indie Publishers: Offset vs. Print-On-Demand**



By Michele DeFilippo

Wednesday, March 11, 6:00 – 7:30 pm

An astonishing array of companies is associated with the indie publishing marketplace. If terms such as "managing your printing", "print-on-demand", and "POD Publishers" make your head spin, this webinar aims to demystify book printing, clarify your options, and give you the information you need to earn more per book and avoid extra charges from self-publishing companies for managing these services. We'll also touch on the pros and cons of using overseas book printers.

Register at <http://tinyurl.com/pan5u8h>