



# 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 3, Number 23 March 2015

Here is your March 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.

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

- Atlanta President: Dave Savage ([Dave@DaveSavage.com](mailto:Dave@DaveSavage.com));  
<http://community.bookapss.org/page/atlanta>
- Baltimore President: Dr. David Kenneth Waldman ([davidkennethwaldman@gmail.com](mailto:davidkennethwaldman@gmail.com))  
<http://community.bookapss.org/page/baltimore>
- Boston President: Lindsay Parker ([mediaexpert@msn.com](mailto:mediaexpert@msn.com))
- Connecticut President: June Hyjek ([june@aplaceofgrace.net](mailto:june@aplaceofgrace.net))  
<http://community.bookapss.org/page/connecticut>
- Nashville, NC President: Paula Stiles ([thesnowleopard@hotmail.com](mailto:thesnowleopard@hotmail.com))  
<http://community.bookapss.org/page/nashville-nc>
- Santa Clarita President: Willa Robinson: ([willa@knowledgepowerinc.com](mailto:willa@knowledgepowerinc.com))  
<http://community.bookapss.org/page/santa-clarita>
- Sarasota President: MaryAnn Burchell ([mburchell@sbpublish.com](mailto:mburchell@sbpublish.com))  
<http://community.bookapss.org/page/sarasota-2>
- Toronto President: Monica Palmer ([tsheba@bellnet.ca](mailto:tsheba@bellnet.ca))  
<http://community.bookapss.org/page/toronto>
- West Texas (Midland) President: Glen Aaron ([gda79701@gmail.com](mailto:gda79701@gmail.com))

<http://community.bookapss.org/page/west-texas>

Chapters in the works: Austin, Chicago, Colorado Springs, New York City, Philadelphia, Phoenix

Why join an APSS Chapter? <http://community.bookapss.org/page/why-join-a-chapter>

How to start an APSS Chapter in your area? <http://tinyurl.com/k94887u>

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

## APSS Tip for Finding Potential Non-Bookstore Buyers

When selling books through bookstores, your book sits among competitive books on a shelf, waiting for prospective buyers to come to them. Many would-be readers peruse the shelves, then continue walking in search of a better way in which to spend their money (See “What’s The Big Idea” below). When they finally make a decision, they purchase one copy and leave.

Selling books to non-retail buyers is more proactive. You find the names of potential buyers, narrow the list down to a manageable number and then contact them to negotiate a large-quantity, non-returnable sale.

This process is analogous to what old-time miners went through when prospecting for gold. They increased their chances of success by searching where they thought the gold was most likely to be found. Similarly, fishermen gather a larger catch when they cast a line where the fish are expected to be. And you will sell more books when you look for potential buyers where they are. In all these cases, the objective of the quest does not come to the person, the person goes to the target.

APSS can help you discover where and how to search for and qualify golden sales opportunities. You can sell more books more quickly and more profitably when calling on those buyers with the highest likelihood of making a purchase.

## Seven Steps to Jump Start Your Marketing By Paula Krapf



When authors talk about self-promotion, many do so reluctantly. Marketing is the evil necessity that they anticipate with dread. However, all authors – whether traditionally published or self-published – should oversee their marketing, and there are many simple ways to create a strong online presence.

You want to be “discoverable,” and this means you need to establish a variety of methods for readers to find you, learn about you, and (hopefully) buy your books. This virtual footprint can include your website, blog, and social media, as well as giveaways, reviews, and interviews. Here’s how you can get started:

**1. Have a Website That You Own.** This is an online property that will work for you 24/7 and that you control (unlike social media). What your website should have:

- A prominent buy button
- A book synopsis and excerpts – make it easy for readers to learn about your book and read a sample

- Author bio and photo
- A media room offering an easily downloadable press release, author photo, and book cover
- An events page
- A reviews/media coverage page
- An online table of contents that allows visitors to your site to click through to the various sections on your site

**2. Blog Regularly – At Least Weekly.** Your blog should be part of your website. This is easier for you to manage, but it's also a great way to let Google know that your website is updated regularly. Every time you post a new blog, Google will find it, and it makes your site relevant in Google's algorithm. This makes your site rank higher in search, which ties back to that buzzword "discoverability". It's another way to help readers find you.

Short on blog ideas? Consider writing about your industry, your area of expertise, hot topics, or writing. You can also have contests, use visual content (there's a Wordless Wednesday theme for many blogs, and the focus that day is on an inspiring or interesting photo).

Guest bloggers can also provide content, or consider sharing your blog with others in your field – that way you can share the workload. For instance, the award-winning Murder by 4 blog is currently run by 3 authors (two are on hiatus).

**3. Use Social Media To Share Your Content, Events, Contests, Guest Posts.** You can even set it up so your blog posts automatically to your social media sites. On Twitter, use hashtags to find good content from other sources to share and to also ensure your posts will be seen by a larger audience (these include #authors, #amwriting, #pubtip, #bestseller, #eBook, #Free, #Giveaway, #Kindle, #ShortStory, #nonfiction, #mystery, #giveaway and #amediting). On Facebook, look for groups to join – these can often be the best way to connect with readers.

**4. Participate in a Blog Carnival.** The original site is gone, but The Book Designer blog has a terrific Monthly Carnival and Author Marketing Experts hosts a Weekly Carnival. It's another way to build an audience since these posts tend to be popular and widely shared.

**5. Share Your Knowledge By Getting Involved On Other Blogs.** You can offer guest posts, which provide great exposure. You can also comment on blogs in your area of expertise/interest. Take time to find some highly ranked sites, follow the discussions and get to know who's who, and then join in! You'll get to know people who share similar interests, and gain readers for your blog. Commenters can add their website url to their comments, and that link drives traffic back to their site.

**6. Try a Blog Tour.** Aim for reviews, interviews, guest blog posts, giveaways, etc. during a specific timeframe (one week, two, or longer depending on the number of blogs you reach). Once you work out the details you can contact bloggers a few months in advance of your target dates and ask them if they'd like to participate.

**7. Join Goodreads.** This social site for book lovers has more than 30 million members, and offers excellent networking opportunities. Authors can post podcasts, upload videos, hold book giveaways, schedule author Q&As and more. Plus, there are hundreds of genre-related reader groups on the site to join, and this is where many authors find readers, reviewers, and fans.

If this list seems intimidating, tackle one project at a time. Schedule time each week to work on an aspect of your marketing. Think of this process as a marathon – you won't get everything done in a day, but over time you will build your readership. Good luck!

Paula Krapf is a social media, digital content, and PR consultant/strategist. She oversees content creation and engagement on various social media platforms, and develops and manages online promotions.

## APSS Tip for Negotiating Large-Quantity Orders

Did you ever bicker over the price of a car? Wrangle for a raise at work? Squabble with a family member over where to go on your vacation? Any time you found yourself trying to resolve a give-and-take situation you were in the negotiating process. And since you are already familiar with how to bargain for an equitable outcome, you can simply apply those tactics to finding agreement on the terms to purchase your books.

## FAQ On Book Publicity By Brian Feinblum



1. What actually moves books? The combination of timely and persistent activity on the part of the author and/or publisher to promote, market, and advertise.

2. What's the secret combination? Whatever actually works. If you see progress in one area, keep playing the hot hand until it goes cold. Each book may sell for different reasons. There's no one-size formula to fit all books.

3. But at a minimum, what's typically needed? You need a publisher or strong distributor behind you. Otherwise you, as the author, need to do more to not only promote your book to the news media, but to market directly to the consumer. At the very least, it's a collaborative effort. But often, in any situation, the burden is on the author to make things happen.

4. If you have good social media, is that enough? No. There's not a singular path to success. You can't blog or tweet your way to bestseller lists, though social media helps you in a coordinated and comprehensive approach to the media, consumers, and retailers.

5. Which social media is important? It depends on how often you use it, how you use it, and the results generated from it. Generally speaking, you need to utilize more than one platform, and often they work together. For instance, you may blog two or three times a week and tweet about your posts and link your blog to your website and also post additional items on Facebook, Instagram, Pinterest, Tumblr, or YouTube.

6. How important is search engine optimization? SEO has always been the key to how searches generate your name. A higher-traffic blog or site comes up higher on searches. So do ones loaded with lots of content and the rich use of key words. Most people do not really know how to implement proper SEO and many companies use questionable tactics to juice your SEO for a short period of time (for a fee). There aren't a whole lot of ethics attached to the process. You just have to have an awareness that SEO is just as important as anything else that you do and to be willing to give way to a pro or paid ads in order to come up high on search engines.

7. What are the most common mistakes made by authors in regards to publicity?

- Getting started too late.
- Failing to have a real plan.
- Not implementing their strategy effectively.
- Failing to pay for help.
- Being overly optimistic or pessimistic.
- Expecting people to find their book without promotions.
- Assuming their publisher will do more for them.
- Getting discouraged after early failure in the process.
- Relying too heavily on one tool or area instead of diversifying.
- Trying to promote an inferior product.
- Not willing to do all that it takes to be successful

8. What else do they do wrong?

- Failing to update their site often and well.
- Forgetting to ask for the sale.
- Not nailing the 15-second elevator speech.
- Failing short in both time and creativity with social media.
- Using shyness as an excuse.
- Making bad assumptions and then letting them dictate at your actions.

9. What are some best practices when it comes to social media?

First, do it. Do it often and do it consistently.

Second, use images to support your words.

Third, respond to those who query you or comment on posts.

Fourth, look to build yourself up and not tear others down.

Fifth, come off as sharing substantive content and not just a commercial for your book.

Sixth, use catchy headlines, subjective lines, photo captions, etc.

10. What else must I do?

- Build a mailing list
- Google yourself and manage your online reputation
- Key word research is needed- go to Google, Wordtracker, or Market Samurai
- Try all kinds of social media, not just the most popular sites
- Do everything successful authors do AND do something they don't do

The FAQ could be 110 questions. I chose the above 10 just to initiate you into common questions that arise for all of those looking to promote a book. The answers could each take a blog post to answer, but hopefully this overview gives you some ideas and guidance. Good luck!

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Brian Feinblum's views, opinions, and ideas expressed in this blog are his alone and not that of his employer, the nation's largest book promoter. You can follow him on Twitter @theprexpert and email him at [brianfeinblum@gmail.com](mailto:brianfeinblum@gmail.com). He feels more important when discussed in the third-person.

**APSS Tip for Making Persuasive Sales Presentations**

**Know your audience.** A pitch to a marketing manager will be different from your presentation to a Manager of Human Resources in the same company on the same book. Always ask about who will be in the audience and find out as much as you can about them. Check Google and LinkedIn for background information.

You are not pitching companies, but people, and people are motivated by self-interest. Find out who the “power people” are and learn all you can about them. If the company is nearby, go there and collect their literature. In many cases the receptionist will have product literature and perhaps a company newsletter. Visit the company’s website. Read the company’s annual report to find out the basis for bonuses. If it is gross sales (for a sales manager) or net profits (for a senior manager) then use those terms in your presentation. Make it clear how your proposal will help the key influencers meet their numbers.

## APSS Chapter Spotlight

The first APSS chapter was founded in Connecticut by Chapter President, June Hyjek. She organized the chapter about 5 months ago and, with the help of Vice President Jeanne E. Rogers, has built it up to over 60 members. The APSS-Connecticut Chapter has served as the prototype for those that have been organized since.

**President: June Hyjek ([june@aplaceofgrace.net](mailto:june@aplaceofgrace.net))**



As a MindBody Coach, Certified Hypnotherapist, Meditation Teacher and Reiki Master, June Hyjek offers extensive experience in helping clients manage their pain and stress, working with them to move through life’s transitions with grace and peace. June is a graduate of the Advanced Training Program at the Center for MindBody Medicine, with a focus on mindbody therapies for pain and stress. In addition to her training at the Center, she is a Certified Hypnotherapist with the American Alliance of Hypnotists.

June has also studied and continues to practice a wide variety of meditation techniques, including mindfulness, transcendental, Chi Kung, chanting and mantras, as well as many Buddhist and Hindu practices.

In June’s award-winning book, *Unexpected Grace: A Discovery of Healing through Surrender*, she offers hope, comfort and direction to those going through the difficulties we all face in life. She shares her personal story of moving toward physical and emotional healing through the seemingly simple act of letting go. June’s meditation CD, *Moving into Grace*, uses the imagery of gentle movement to help the listener experience freedom in the body and discover a place of center, balance – and Grace.

**Vice President: Jeanne Rogers ([jeanne.rogers22@gmail.com](mailto:jeanne.rogers22@gmail.com))**



Jeanne E. Rogers is the author of *The Sword of Demelza*, an award winning self-published middle grade fantasy. In her newly published fantasy, *The Gift of Sunderland*, she again introduces readers, young and old, to a fast-paced epic tale of adventure.

A graduate of Western Connecticut State University, Jeanne can be found on all social media channels, including Facebook, LinkedIn, Twitter, Pinterest, Goodreads, Google+, among others. She is a member of the Society of Environmental Journalists, Association of Independent Authors, APSS, IBPA, Alli, and SCBWI. She has successfully plotted a course through the difficult and sometimes frustrating world of writing and publishing. She is familiar with all aspects of social media necessary to successfully self-publish and market a book.



Find the form to join APSS- Connecticut at [www.bookapss.org/chapters/JoinAPSS-Connecticut.pdf](http://www.bookapss.org/chapters/JoinAPSS-Connecticut.pdf)

## April Events Planned to Help APSS-CT Members Sell More Books

4/7 In-Person Meeting: 6:30 – 8:30 pm, Welles Turner Library, 2407 Main St., Glastonbury

4/18 - 19 Made in CT Expo, 11 am – 6 pm, Durham Fairgrounds

4/19 Mark Twain House Writers' Weekend Authors' Show 10 am – 3 pm

4/26 42<sup>nd</sup> Annual Cherry Blossom Festival 12 – 5 pm, Historic Wooster Sq, New Haven (outdoors)

### Pricing an E-book: what you need to know

By Kim Staflund



Last year a major milestone was reached in the ebook industry: self-published authors began taking home the bulk of all author earnings generated on Amazon.com, eclipsing those represented by major traditional publishers.

There has never been more opportunity in human history to publish a book. However, many questions linger for how to maximize a book project. What's an appropriate price point for an ebook?

Many authors incorrectly assume that consumers make ebook buying decisions according to different criteria than their paperback buying decisions—that it's based solely on price ahead of value because of the format of the book. They mistakenly suppose that the ebook version of a book should be priced cheaper than the paperback version because of its reduced production costs (i.e., no printing involved). This is a flawed premise because buyers have various motives and reasons for buying ebooks.

**Some customers buy ebooks based on price:** They prefer downloading ebooks to their laptop, desktop computer, or ebook reader that they received as a gift, because ebooks are cheaper to buy than paperbacks or hardcover books.

**Some customers buy ebooks based on value:** They bought an ebook reader for all their ebooks for the convenience of having them all in one place (i.e., so they don't have to cart around lots of heavy books with them).

- \* They see significant value in the content of the book (i.e., it contains priceless information and instructions that can help them to earn more money or to better themselves and their lives in some measurable way).
- \* Going paperless to help save trees is more important to them than saving money.
- \* They want to have the latest technology in their hands before anyone else has it. (These people will almost always pay more to stay one step ahead of other people.)

Additional factors for judging an ebook's optimal price are content and consistency. Readers buy books for content, not paper. An ebook's content could change a reader's life, but if no one knows about the content, then it won't do anyone any good. That's why authors need to be proactive with a

marketing campaign. A key to a successful campaign is consistency of messaging, which is just another reason why authors should consider pricing their ebook the same as a paperback copy.

### **Kindle is Best for Price-Based Ebook Marketing**

Amazon's Kindle Direct Publishing (KDP) platform allows publishers and "indie" or self-published authors to upload interior book files specially formatted for their e-readers; and it has a generic, front-cover-generator option available in cases where the client hasn't already had one designed. This is a prime example of the vanity book publishing model in that vanity publishers promote themselves as the fast, cheap and easy self-serve way to "publish" (or, more accurately ... format) a book without any mandatory professional editing, design, proofreading, et cetera, involved whatsoever.

Like many other vanity publishers, Amazon's Kindle does its best to maintain control and ownership over the files uploaded to its site by enticing authors into an exclusivity contract via its KDP Select program. In addition, Amazon strongly encourages authors to price their Kindle ebooks at \$9.99 or lower by providing greater incentives (higher royalties) on the lower-priced books; and they will only allow authors to connect their POD paperback books with their Kindle ebooks online via their "Kindle MatchBook" option so long as that ebook is reduced to as low as \$2.99 per copy.

Recently, French publisher Hachette was victorious in negotiating a deal. Now, Amazon cannot force authors to price their books on their ecommerce site at \$9.99 or less. Amazon, however, continues to strongly advocate for such pricing, arguing that low costs are good for all parties and citing the pre-World War II invention of the paperback, which made books accessible to more people. Opponents to the price ceiling say Amazon's stance is arbitrary.

It will likely take an author forever to make back the money it cost to properly publish a book if the retail price is set at \$2.99 per copy. Additionally, such a low price truly devalues content.

Kindle's KDP platform not only prices ebooks very low, but it also allows authors the choice of offering their books free of charge for two to five days out of every 90-day period to try to bolster new readership. In other words, interested readers can simply wait it out and get a book for free. For many, a rhetorical adage may come to mind: Why bother buying the cow when you can have the milk for free? A much more effective way to entice new readers into buying a book is with a "Sneak a Peak" option that allows them to look inside a book to read only a small portion of the content for free, instead.

### **Kobo is Best for Value-Based Ebook Marketing**

Luckily, many other ebook retailers out there will happily sell various ebook formats for their clients worldwide without exclusivity contracts, while also letting those publishers (self-publishers) determine their own recommended retail prices. Kobo is one of these retailers. When authors upload files to Kobo Books, they can set their own prices from the start. However, Kobo can put the book on sale if they choose to as it is with all retailers across the board.

This is the traditional relationship of all manufacturers and their retailers. The manufacturer (self-publisher) knows its own production costs and, therefore, sets its own recommended retail price based on those costs. The retailer, in turn, lists the item at that suggested price and may or may not provide discounts based on their own projected profit margins. Obviously, a book that is professionally published by including professional editing, graphic design, and proofreading into the process has a higher production cost (and higher quality) which commands a higher price.

Many Kindle authors mistakenly believe that their books need to be priced low or given away for free in order to become a bestseller, but that's inaccurate.



The digital POD paperback version of my book, *How to Publish a Book in Canada . . . and Sell Enough Copies to Make a Profit!*, became an Amazon.ca bestseller only a short month and a half after it was first published, as did my next book titled *How to Publish a Bestselling Book . . . and Sell It Worldwide Based on Value, Not Price!*. The recommended retail price for both of these books is \$19.99 USD. They reached bestseller status because of their quality content combined with using various online and traditional marketing techniques—not because of low pricing.

### **Amazon or Kobo?**

Authors need to determine whether they offer the best value or the best price. They need to decide who they are early on—what the core intention of their book truly is—and then be true to that vision through and through. Authors should understand their target market—their customers' preference—before designing a sales and marketing strategy, and then make sure that the strategy is consistent with their preference in every single way, including the retail price they've set for every format of their book. By taking these steps, authors will sell far more books over the long run.

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As the founder and publisher at Polished Publishing Group (PPG), [www.polishedpublishinggroup.com](http://www.polishedpublishinggroup.com), Kim Staflund works with businesses and individuals around the world to produce professional quality audiobooks, ebooks, paperbacks and hardcovers using a supported self-publishing business model. As a bestselling author and sales coach, she shows authors how to sell their books using all the effective traditional and online tricks of the trade. Staflund has a substantial sales and sales management history combined with over 20 years of book publishing experience within the traditional and new publishing markets.

## **How to Get the Most From a Consulting Relationship**

**By Brian Jud**



The most expensive part of book publishing and marketing is a costly mistake. You can avoid some errors through experience, which in itself can be costly. Or, you can hire a coach (consultant, advisor, mentor) to steer you through the marketing maze and minimize slip-ups that can have significant impact on your budget.

Those who seek advice and those of us who give it can work together to solve your marketing problems. However, a coaching relationship is not a one-and-done transaction, a singular event with the dispensing and accepting of wisdom. It is best utilized as a collaborative process, a mutual striving to better understand your unique challenges and craft the best path forward. This process has five stages.

1. **Understand the desired outcome and form the relationship.** Once you know what you want to accomplish, find the coach best qualified to help. If each side understands the vantage point, qualifications and positions of the other, the outcome is usually more successful. As the advice seeker you may want someone to...
  - a. serve as a sounding board to get a better grasp on an existing situation. The advisor's task is to ask questions that guide you to your own conclusions.
  - b. be a "Devil's Advocate," to test the validity of an existing decision, such as selling only through bookstores and/or Amazon.com. The advisor should offer alternative solutions or hypothetical situations against which to test your hypotheses.
  - c. look at the bigger picture, expanding the frame of reference. Your advisor could share experiences and similar situations of those who ventured into non-bookstore markets

successfully with content similar to yours.

- d. provide guidance on how to address a high-stakes situation, such as printing a large initial quantity of books. The consultant should help you examine the pros and cons of the potential decision and offer the same for alternative actions.
- e. increase the list of options under consideration. Your coach should be adept at conducting a creative brainstorming session to stimulate thinking and generate additional possibilities.

2. **Meet with your chosen coach and open the lines of communication.** In my consulting experience, many authors and publishers come to me seeking validation for their pre-existing opinions. They begin by framing the situation in a way that supports their position. Instead, the seeker should convey enough information for the coach to grasp the basics. Provide pertinent information objectively so your mentor can act in an appropriate, unbiased way to meet your objective.

As the advisor, listen attentively and keep the seeker on the right informational path. Allow the facts to come out, asking questions that will help you both better understand the background. The stated problem may only be a symptom of an underlying issue. Do not be too quick to provide what you think is a solution, because most likely you do not have sufficient information upon which to base a conclusion. Prescription before diagnosis is malpractice.

3. **Create alternatives.** Once the groundwork is done, begin the consultation. This may not occur until the second or third meeting. The advisor takes the lead at this point, playing Devil's Advocate, offering alternative solutions or conducting the brainstorming session.

The job of the advice seeker is to maintain an open mind, analyzing and internalizing the options as they appear. This is not to suggest it is a one-directional outpouring. Both sides have the responsibility to participate and not respond defensively to challenges to one's position.

4. **Make a decision.** The consulting process is not open ended. The objective is to create a viable solution regardless of how much the best alternative challenges your preconceived opinions. Ask incisive questions to expose the rationale behind the preferred alternative until you are satisfied that it is the best way to proceed.

Although the ultimate decision belongs to the advice seeker, the coach should understand the extent to which the client is comfortable with the outcome. Inquire into any hesitancy or lingering doubts. Help your client understand the sequence of steps and all that is required to implement the resolution.

5. **Take action.** Once you have all the information you need, act on the advice you have been given. Make adjustments as you proceed. You are not on a fixed course, and your consultant has not abandoned you. Your future is conditional and transitory, viewed as an evolving cycle of action, evaluation, reassessment and new action. Arrange follow-up meetings to keep the implementation on track.

Clients want to quickly know *how* to proceed, but that path is determined first by an understanding of *why* the action should be performed. Uncovering the thought behind the action is the function of the advisor. When advice seekers and purveyors comprehend this process, they can create a mutually satisfying, long-term, professional and productive relationship.

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*Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. company offers commission-based sales of books to buyers in non-bookstore markets. For more information contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 673-7650; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com) @bookmarketing on Twitter*

## What's The Big Idea?

Editorial by Brian Jud

**The invisible book.** Your book can be on the shelf of a retail store (bookstore, supermarket, even online) but still not stand out from all the other available books. It blends in with them and becomes invisible. There are at least three things you can do to bring it to the attention of prospective buyers.

- 1) Promote heavily
- 2) Have a distinctive cover
- 3) Sell to non-bookstore buyers

Do you see the person in this photo? Look on the ground in front of the forward wheel to see the shoes.

Your book may not be seen by prospective buyers even if it is on a retail shelf. Do not wait for people to search for your book. Take it to them.



## Speaking and Writing Support Each Other

By Jeff Davidson, MBA, CMC



Around the time I started to get articles published, I also began public speaking. I can vividly recall the first time I ever spoke to a group professionally. I was speaking to about 75 entrepreneurs at the Hartford District Office of the Small Business Administration. At the time, I was working for a management consulting firm that provided marketing and management assistance to small and medium-sized businesses. One of our marketing activities to gain exposure for the firm was to serve as seminar leaders at SBA-sponsored workshops.

Although I had only been with the company six months, this Tuesday in May was to be my public speaking initiation. The presentation was to last 30 minutes. I was prepared and qualified, having offered the same type of advice to individuals on a one-on-one basis for two years.

When I got in front of the group, everything changed. The words were coming out and what I was saying had impact, but my stomach was doing somersaults. By the end of the session, a feather could have knocked me over; I was lightheaded, dizzy, exhilarated, and glad I was finished.

### It Only Gets Better

In the months that followed, the presentation became easier and easier to give. I think it was after the sixth time that the butterflies left and my feet were firmly planted. Also, I had now had many new

ideas for articles.

A funny thing happened by the next year – I actually started looking forward to speaking before groups. All of the things that I had read about the nervous energy that never dissipates didn't seem to apply. In succeeding years I was better prepared to communicate on the job, impressed bosses and coworkers with the names of groups I had spoken to, and acquired confidence that spilled over into other areas of my career.

I began writing books and unleashed several that topped 50,000 sales, such as *Marketing Your Consulting and Professional Services* (Wiley), *The Complete Idiot's Guide to Managing Your Time* (Alpha/Penguin), *The Complete Idiot's Guide to Managing Stress* (Alpha/Penguin), and *The Joy of Simple Living* (Rodale). All the while I kept an eye out for P.R. opportunities

### **The Toast of the *Post***

My friend Robert Bookman lived in Chevy Chase, Maryland, and frequently read the Washington Post "Style Plus" column. He noticed that one of the staff writers, Don Oldenburg, wrote on topics that were particularly intriguing. My friend began a professional, somewhat aggressive, letter-writing campaign to influence Oldenburg to write about Bookman's team productivity programs. In a matter of weeks a major article appeared in the Washington Post featuring Bookman's team productivity program. However, the story doesn't end there.

A few weeks after the article appeared, my friend suggested that I contact Don Oldenburg to do a story on me, concerning the value of promoting yourself to get ahead in your career. Robert was nice enough to write Don Oldenburg to let him know that I would be making contact. I called Oldenburg, followed up with a package of career marketing materials, and followed that up with another call.

Several months went by before he interviewed me. And several more weeks went by before the article was published. Soon enough, however, there it was, splashed across the Style Plus section of the Washington Post – an article entitled "Putting Your Best Self Forward," which reflected my 90-minute interview.

Oldenburg was a member of the Washington Post Syndicated Writer's Group, and the article appeared in hundreds of other papers across the country. Since the article prominently mentioned my first book, sales picked up nationally, and, within its first year, the book was in its third printing.

After more than ten years as a part time speaker, on January 1, 1994, I made the decision to be a full-time professional speaker. In the last 20 years, I've been fortunate to have had some dramatic results for my readers, my audiences, and my career.

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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.*

## **Must-Have iPhone Apps for Authors & Writers**

**By Scott Lorenz**



As a modern day writer, you've learned when and where you write best. Rarely, I'm sure, does inspiration strike when you're seated at your desk in front of your computer at 9:00am. More likely, you're inspired while you're out and about. In order to efficiently capture and save every new idea, detail, story line, etc., you need to download some new apps to your iPhone. The list below will help you research, brainstorm, write, and even publish your work whether you're at home, at the office, or in the middle of daily errands. Check em out.

**Wikipanion** brings the Wikipedia website to your phone's catalogue of apps. It is useful for quick research on the go.

**Evernote** syncs to your desktop computer or tablet. That way, if you're making additions or edits to your work on your cell phone, you'll be able to work from your most recent version and you won't lose any new ideas.

The **Google Mobile** app allows you to access Google (obviously) and you can use voice commands or search by images.

The **Voice Memos** app comes pre-loaded on all iPhones. This is a fantastic tool for writers because sometimes, it's just easier to say your latest and greatest idea and have it recorded.

**Dragon Dictation** transcribes whatever you say, instantly.

Your phone's **camera** is an excellent resource. You can snap images or video and use them as inspiration when developing location, characters, or situations.

Feeling stumped for a topic? Download the **Idea Generator** app. It will generate three words for you, which will hopefully spark some sort of creative idea, enabling you to get back to what you do best - writing!

**Creative Whack Pack** delivers 84 interactive creative strategies to stimulate your brain and get you thinking creatively!

**Mindjet** is perfect for writers who are very visual when they're developing their work. It allows you to create visual maps as you outline articles, characters, plot, and themes.

**Writing.com** has created the app **Writing Prompt**, which generates over 600 writing prompts and you can save your favorites.

**My Writing Spot** is exactly that, a spot on your phone for you to write. On the app, you can easily access a dictionary or thesaurus and it will autosave all of your progress

**Office2** is ideal if you prefer to write in a word document. The app allows you to edit your Microsoft Word and Excel documents and is also compatible with Google Docs and MobileMe, so you'll be able to access everything from your phone.

**Writer's Studio** allows you to write, edit, and format an entire book on your phone. You can add images, graphics, and audio.

**WordCount** is a very straight forward app. It counts your words and lets you know how long your



piece is.

**Dropbox** is a life saver. It backs up all of your files in real time, and saves 30 days worth of various versions. You'll never have to worry about whether or not you saved your latest and greatest piece because Dropbox will have already saved it before you could even worry about it.

**Byword** is designed to make writing more enjoyable by giving you all the tools you need to write effectively and has keyboard shortcuts and word counters with live updates. The app allows you to sync your work, export it, and publish to the web platform of your choice.

**Contour** is the award-winning story development system that streamlines the process of turning your movie ideas from first glimmer to full outline

**A Novel Idea** is the premier tool for plotting your story and recording bursts of inspiration. You can create your characters, setting, scenes, ideas, and link them together to create your story.

**Story Tracker** makes keeping track of your submitted stories, novels, poems, scripts, and articles easy

**Pages**, Apple's highly rated cloud-centric word processing app, will let writers seamlessly access and work on documents on their iPhone, iPad and Macintosh, storing them securely in the cloud. Pages has hooks built in to let you easily export your work to Word or PDF (or plain text or .mobi).

**Index Card for iPad** is a must for serious writers or screenwriters working in Scrivener. You can work on elements of your Scrivener project on the iPad in Index Card files, then fairly easily sync them back to the Scrivener project. This is a pretty good workaround to the fact that an iOS version of Scrivener is not yet available.

**The Bottom Line:** Download some new apps today to ensure no writing material, ideas, or concepts are ever lost again. You can brainstorm, write, edit, and share while you're on the go. There's no need to be chained to a PC again!

Be sure to let me know if you have a favorite app for authors and I'll include it on an updated version of this article.

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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



You are probably known for something particular in your business. The question is: what? The answer or answers may surprise you once you take a step back and think about it for a bit. It could be something completely different than where your focus has been even after you've written one or more tips booklets.

The obvious answer is you are known for your expertise on a topic. Your company/you are the "go to" place for everything on your topic. If you don't know the answer, you know who in your field or a related field does know the answer. A related possibility is you are known for your expertise for a market or



a particular audience - power deck cleaners; grandparents raising grandkids; law office organizing; marketing for chiropractors. You know what they need and are the beacon of light for them.

You might be a generalist - a connector or broker to specialists. You provide an excellent overview yourself, leading to one or more specialists if and when needed.

Or you are a specialist with knowledge that is two inches wide and three miles deep, all specifically limited within your field, referring to other resources outside your scope of knowledge. You provide information on a graduated sequence of basic, intermediate, and advanced, adding more nuances as you go. And you have different delivery formats for each of these levels.

While those above categories came to mind quickly, it might not have occurred to you that you could have expertise for a format - tips booklets; card decks, inspirational journals, audio programs, video. You have created a catalog spanning many topics, all delivered primarily one way. Individuals, companies, and associations come to you for the breadth of topics you offer in a particular delivery format.

Certain study guides, "chicken soup" stories, and books for "dummies" are each a consistent format addressing many topics and levels of advancement within them. They have become known as a delivery format for particular content that has grown over time. They are one-stop shops for what they provide.

**ACTION-** Decide whether you want to be more like a grocery store that supplies many different products in a wide range of delivery formats or a roadside farm stand that specializes in certain fresh-grown farm-to-table items. Are you a specialist or generalist in your business? You have choices you may not have considered that allow you to plan how you want to be known in the market place. Or you can notice where a natural process has brought you without particularly planning it. Maybe there are parts of where you landed now that appeal to you, just not all of it. After thinking about these parts of your company you realize a few small (or large) well-calculated changes can make all the difference in the world, making your reputation as the go-to business suit you even better than it does today. The more it fits you the more joy (and most likely revenue) your business brings you as you serve those who truly want what you offer and are delighted to know you're there.

## **Increase Conversions – 10 Strategies For Writing Effective Sales Letters**

**By Vanessa Brown**

Sales letters. They can be difficult to write, especially when you are so close to your product or service. Because readers scan first and read the details later, sales letters are even more challenging to write.

A sales letter can be found on a website, a landing page, a blog, or an email. It simply acknowledges and talks about the pain or problem your prospects have, then positions and presents a product or service as the solution. There is no limit to what you can use a sales letter to accomplish. You can use a sales letter for something such as a free report, or to sell a product or service. You could even use a mini-sales letter to ask readers to take a survey if you wanted to.

Sales letters need to engage the reader and really speak to him or her on an emotional level- a good sales letter will get inside your readers' heads and hearts and make them believe what you offer is going to make things better.

Below are a few tips to remember when writing a sales letter:

**1. Create a swipe file.** Find at least three sales letters that intrigue you and make you want to buy. Preferably, those that actually made you take action. Before you begin writing, read through them to get a feel for what they say and how they say it. You'll start to see a bit of a pattern that you can use to create your own letters. Do this step each time you write a sales letter-it warms up your brain.

**2. Know everything you can about your readers.** Ask and answer as many questions as you can. What keeps them up at night? What kind of car do they drive? Where do they live? What do they do for a living? Post your answers for easy reference as you are writing your copy.

**3. Decide what you want the reader to do.** Are you trying to sell something straight from the page? Are you trying to get the reader to sign up for a free teleseminar? You need to know your call to action before you start to write. Jot it down, and keep it next to you for reference.

**Quick Tip:** Be sure your call to action is clear. Tell the reader exactly what you want him or her to do.

**4. Fast draft a few working headlines.** Your sales copy headlines and sub-headlines needs to grab and never let go. Your main headline needs to promise at least one major benefit the reader will get if he buys your product. Now, some writers think you should wait until you've written the letter to come up with the headline. My suggestion is to come up with "working" headlines you can use to keep yourself on track. If you can come up with three or four, you've got the beginning of your sales letter.

**Quick Tip:** It is very easy to go off on a tangent when you are writing a sales letter. The call to action and the headlines will keep you focused.

**5. Ask compelling questions.** Grab your reader's attention by asking a question that hooks the reader and refers to at least one benefit of your product or service. It should be a question that gets his or her mind racing, not one that could be answered with one word.

For example, if you are selling face cream, you might ask, "Would you like to look five to ten years younger and have smoother skin?" Then you answer that question.

**6. Show, don't tell, readers how your product / service is the answer.** Tell a story. Give examples. You need to build credibility as soon as possible. Tell them who you are and why they need to listen to you. You want to tell them all about the special features and benefits of your product and make them visualize how it will help them with their problem or relieve their pain. Tell them if you've been there and how you fixed it.

**7. Know the usual objections and weave answers to them throughout the letter.** Relieve doubts and suspicion as you write. This is where your testimonials will be valuable. Let the readers know you understand their doubts and fears and show them why they don't need to doubt or fear anymore.

**8. Show the reader how your product is better than the competition's.** Believe me, if the reader has been trying to solve this problem for any length of time, he knows what's out there and will be asking himself that very question. You need to make sure you answer it fully, to his or her satisfaction. Be as specific as possible about the differences, if you know them. If you don't, you need to do the research and find out.

**9. Provide a list of everything the reader gets, including bonuses and your guarantee.**

Remember, the reader's concern is, "What's in it for me?" Remember, readers scan first and read later. Listing what they get in a bulleted list is the best way to spark interest and provide all the information they are looking for in one spot.

**Quick Tip:** Adding monetary values to each item of the list can "wow" the reader into realizing what a great deal you are offering today.

**10. Make the offer.** You cannot close a sale if you don't ask for it. Present the offer with the price tag and a plain, clear call to action.

## Ten Tips for Creating a Sales Proposal

Guy Achtzehn



When negotiating a large-quantity order your prospects will expect you to present a proposal. This is your recommendation of how to proceed, your solution to the buyer's problem. Give them an answer to the unspoken question, "How will your product make a credible improvement over the existing or previous ways in which they have conducted promotional campaigns?" Here are my **Ten Tips for Creating a Sales Proposal**.

1. Give a summary of what you propose, why it will benefit the buyer and how much it will cost – all on one page.
2. An 8 – 15% improvement gets attention. If you predict a result that is too low, they are not interested. If too high, it is not believable.  
Make a reasonable and doable claim that is backed by credible data. Do not offer a guarantee.
3. Make your recommendation for this upcoming campaign, but think about your answers to potential questions such as, "What's next?" or "How do we top that?" A well-conceived answer may result in significant recurring revenue.
4. Lead them to come up with the solution of the problem on their own, using your ammunition.
5. Do not present your solution as the "one-and-only." Give them option and choices. These are the "Good-Better-Best:" or "Best Case – Worst Case – Most Likely" cases. Lead them to choose your solution for the right reasons – their reasons.
6. Clarify all options and terms. There may be words and phrases that are used regularly in the publishing industry but unknown to your prospects. Concepts like "French flaps" might leave them scratching their heads.
7. What are the decision points? If you are proposing a significantly large order, you might propose a test of the concept.
8. Be aware of the impact of what you are saying. Instead of using the words *price* or *cost*, use the word *investment* to reinforce the fact that your prospects will be better off implementing your plan than rejecting it. Instead of asking them to *sign a contract*, get them to *OK the agreement*.
9. Use charts and graphs to summarize the spreadsheets and to make your point visually and

demonstrate how effectively you can show success.

10. If you offer a discount for an immediate order or a higher quantity, make the difference immediately discernable. When you drop your total price from \$99,985 to \$97,360 the buyer would have to stop to calculate the difference, perhaps distracting him or her. On the other hand if you drop the price from \$99,985 to \$97,985 the difference is immediately clear.

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



Aloha Publishing Group is based in Eagle, Idaho. We publish books and digital products with meaningful content focused primarily on business, health, not-for-profit, and inspirational topics. Our company was established in 2004 as a publishing consulting company and began providing full service publishing services in 2009.

We publish for industry leaders with innovative ideas and those new authors who are building an audience or have a platform in their niche. We also publish and consult for business owners, entrepreneurs, small and large companies, as well as not-for-profit organizations who would like to publish print, e-books, and audio products.

Authorship improves credibility and professional status.

We are dedicated to turning non-writing individuals into published authors. The return on investment for books, digital products, blogging, and other published work leverages authors into consulting, speaking engagements, and countless other opportunities to increase revenue and active income streams.

The Publishing Revolution is here. Thanks to new technology in writing, publishing, and selling, anyone—regardless of age, background or social status—has new opportunities to write and publish a book. With the worldwide marketplace, consumers can then purchase that book in print or e-book from anywhere in the world.

Now that's good business.

And according to the Publishing Institute, "Writing a book boosts revenue 380% for consultants, 219% for public speakers, and 194% for real estate agents."



Maryanna Young founded Aloha Publishing with the goal of helping anyone who has a powerful idea to have the opportunity to write and publish. She has created opportunities to work with clients and build friendships all over the world. As the vision keeper for authors, she loves helping them take their book ideas from vision to reality.

As a former athlete herself, she has been on the cutting edge of business, including bringing in the revolution of sports for girls and women in America. She was one of the first female sports agents in Olympic and Paralympic sports, holding the position of CEO for a global sports company for more than ten years. She developed the concept for and cofounded the Idaho Women's

Fitness Celebration, one of the largest sporting events for women in the United States held annually in Boise, Idaho. She also serves as the codirector of the Idaho Book Extravaganza, the premier book show for authors, readers, and publishers of Idaho.

She has authored seven books and understands the anxiety of having too many book ideas and not enough time to develop them. She is focusing on developing systems, so busy professionals can write high-quality books in the midst of their busy schedules. Maryanna lives in the small community of Eagle, Idaho, just outside the capital city of Boise, Idaho. She loves connecting with people, playing basketball and tennis, running, traveling, and swimming in the ocean on trips to Maui.

Learn more about Aloha Publishing at <http://www.alohapublishing.com>

## Upcoming Marketing Events

### **April 2: Five Ways to Get Paid for Your Content That You Probably Never Considered**

**Teleseminar By Paulette Ensign, 6:00 pm Eastern time, Sponsored by APSS**

How much effort are you putting into writing and distributing articles and social media posts, in hopes of selling single copies of the book you labored over? What about that best seller launch you did – what happened *after* that? And the teleclasses, webinars, and media interviews where you generously and enthusiastically shared your knowledge and your book sales went nowhere or dribbled in?

In this session, you will learn to:

- Change the buying conversation from “yes/no” to “which one”
- Make more money on each and every sale of your information
- Help more people (including yourself!) with what you already have and know

You're sure to discover ideas you never considered to get paid for your content and ways to move forward on those you've been pondering and didn't know how to make happen. Increase your reach and your bottom line by creating once and being paid many times, with more digits *before* the decimal point in the sales you make!

Register at <http://tinyurl.com/lf7jbnm>