



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 9, Number 29 September 2015

Here is your September 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



Association of Publishers
for Special Sales

Do you want distribution to Canadian bookstores?

APSS has reached an agreement with Promontory Press, a company that distributes book to Canadian bookstores. You will be paid 30% to 45% of the retail price of your book. The discount depends on the quantity ordered, and will be agreed upon in advance. Promontory Press will pay you semi-annually, less returns. This arrangement excludes books with the ISBN of a print-on-demand company.

Promontory Press will order a minimum supply of each title to keep in their inventory. The APSS member pays shipping to

Promontory Press, and Promontory Press pays shipping to and from the bookstores. You may choose to have your books printed in Canada to reduce/eliminate the shipping charges. Promontory Press can arrange that for you.

To arrange distribution or for more information contact Ben Coles, Promontory Press, 1628 Dean Park Road North Saanich, BC V8L 4Y7; publisher@promontorypress.com

APSS Tip for Finding Potential Non-Bookstore Buyers

Defining a target customer base increases your cost efficiency. Unless you have unlimited marketing resources, it's much more effective to focus your marketing efforts on potential customers who you have determined are likely to buy your product or service -- rather than wasting time and money courting the vast world of prospects who merely could become customers.

Top Ten List By APSS

Scott Adams, in his book, *How to Fail at Almost Everything and Still Win Big*, gives us some tips for success that seem contradictory to what we have always thought. Instead of finding your passion and setting goals, he suggests that the path to success is based on suffering defeats, Lot and lots of defeats. Here are his

Ten Tips for Failing Your Way to Success.

1. Success is entirely accessible even if you happen to be a huge screw-up 95% of the time
2. Commercial lenders don't want to loan money to someone following their passion because they are in business for the wrong reason and tend to quit when things do not work out. Business success generally goes to someone who has no passion, just a desire to work hard at something that looks good on a spreadsheet.
3. Success causes passion more than passion causes success
4. It's better to have a system instead of a goal. The system is to continuously look for better options.
5. Goal seekers are always short of their goals. They exist in a state of nearly continuous failure that they hope will be temporary.
6. You can't control luck, but you can move from a game with bad odds to one with better odds. Identify your skill set and choose a system using those skills to vastly improve your likelihood of getting "lucky." There is plenty of luck to go around. Keep your hand raised until it is your turn.
7. If your get-rich-quick project fails, take what you learned and try something else.
8. Have an entrepreneurial plan. Create something the public wants that has value, something that is easy to reproduce in unlimited quantities. Do not try to sell your time because that has upward limits.
9. Good ideas have no value because the world already has too many of them. The market rewards execution, not ideas.
10. You do not try to fail, but failure happens when you try new things. You want your failures to make you stronger. But you also should want your failures to make you smarter, more talented, better networked, healthier and more energized.

APSS Tip for Negotiating Large-Quantity Orders

Selling your books in large, non-returnable quantities requires personal interaction. You will bargain with buyers on pricing, shipping and other terms of sale. In this context, negotiating is not the same as selling. When you *sell*, you talk about the features of your book – it's price, discounts for quantity purchases, alterations to the cover or content, and delivery dates. When you *negotiate*, you work with your prospects to sculpt a solution that is fair and reasonable to both sides.

Successful negotiating is getting people to buy. This entails finding out as much as you can about your prospect's circumstances and then making your recommendation. This process requires little more than listening to what the buyers are saying about their needs and the terms of your proposal. Then you help them get what they want without sacrificing your needs.

Seven Tenets Of Author Branding By Brian Feinblum



Entrepreneur magazine listed the seven tenets of branding in its August issue. It suggested if one follows the basic principles and practices followed by today's cutting-edge businesses that one would be successful. Let's examine how these could relate to authors.

1. Simplicity

"While it's tempting to try to be everything to everyone, one of the most impactful ways to stand out in a crowded marketplace is to do one thing well." –Entrepreneur

As a writer, you can brand yourself as being known for a specific thing, from plot themes to character development to vocabulary used to story pace and length to something else. This doesn't mean you shouldn't be strong in all areas of your book and writing, but think about your style and which thing should stand out and become known as your signature style. In other words, what will distinguish your work from that of another? What's your writing DNA going to be?

2. Disruption

"Strategies that break from norms can force an entire category to reevaluate its behaviors"

--Entrepreneur

So, as a writer, you can adhere to the norms and patterns out there or break away and do something not commonly done. Will you have a 99-page book or a 990-page book? Will your book add in or hold back something unusual? Determine what will be unconventional about your book.

3. Original Expression

"A bold statement or expression can establish a new narrative and original attitude." --Entrepreneur

You can make bold statements about your writing. Or, your writing can make a bold statement. In either case, do you give off a feeling of attitude or of providing a fresh voice? To be different, sound different.

4. Big Ideas

"A groundbreaking idea that evokes emotion can generate brand loyalty in unexpected and lasting ways." --Entrepreneur

Touching people's hearts is a good way to get people to like you. What will you provide them? What can you say, do or be that will get people behind you?

5. Symbolism

"Powerful symbols transcend words to trigger emotions and create a meaningful impression."

-- Entrepreneur

Symbols come in many forms. Some could be in a gesture, as in a symbolic act. Others could come in the form of public statements. Another could be a visual symbol. However you want to use symbolism, say something that will leave a lasting impression.

6. Meaning

"Commit to making a genuine connection with your audience, and you better your chances of evoking an emotional response." -- Entrepreneur

So as a writer, you need to speak to your audience. Determine what demographic you are seeking. Is your likely reader or fan a man or woman, old or young, white or not, educated or wealthy, etc. Then seek to say and do things that sincerely speak to the experiences, needs, desires, and feelings of those people. Get them to feel that you understand, appreciate, and identify with them.

7. Depth

"Layers of meaning and purity of purpose create a sense of warmth and emotion around a brand."

--Entrepreneur

Show some depth. You offer a real voice, personality, vision, and past when you write or speak. Show others that there's more to you than the surface, that you have insight to -- and understanding of -- things that matter to your readers.

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

APSS Tip for Making Persuasive Sales Presentations

During the information-gathering phase you may make a mini-presentation using your notepad while having lunch with your initial contact. This presentation is collaborative, a dialogue in which you ask questions to learn the buying criteria, qualify your prospect and find need. Your prospect replies and then may ask, "How can your book help us accomplish that?" At this point you do not have sufficient data with which to give a good answer. Have a few boilerplate replies that temporarily satisfy the inquisitive person, yet are not too specific. Reply from a 30,000-foot perspective with a broad overview of the benefits of your book and how they may apply here. Adequate preparation here will garner an internal advocate or champion while helping you customize your next presentation.

10 Reasons Prospects Won't Engage With You

By Mark Hunter



Each week I get at least one or two emails or phone calls from salespeople asking for help in getting prospects to engage. Below are 10 reasons prospects fail to engage. Yes, there are more reasons, but I've found these 10 cover a lot of ground:

1. You haven't given them a reason. Your prospect didn't wake up this morning hoping you would contact them.
2. You've made every pitch about you and nothing about them. The only person that cares about you is you. If you want to sell only to yourself keep on doing what you're doing.
3. You make it too hard to engage. You leave your phone number too quick for them to remember on your voicemail. Or you're not accommodating them with the communication style they prefer.
4. Your prospect is not a decision maker.
5. The only thing you're doing is confusing the prospect by not being clear with what you can provide.
6. You are giving the customer too many options. As a result, they aren't sure what they want to do.
7. Information you're providing is exactly the same stuff the prospect can get from the internet. (Bonus for them is if they get the information from the internet, they don't have to deal with you).
8. You are not different than every other salespeople they've met.
9. There is zero confidence in how you come across to the prospect, whether it be via the phone, email, or in person. Customers want to deal with people who are confident.
10. You're not taking the time to listen and the prospect knows it. You're in such a rush to jam what you have onto the prospect you aren't taking the time to listen to them.

We would all like to think none of these resonate with what we do, but if we all take a step back and assess objectively, I'm going to say we all at least do shades of these things.

Mark Hunter "The Sales Hunter" author of High-Profit Selling, recognized globally for his insights on sales. He travels more than 200 days per year speaking to organizations on selling in today's market. www.TheSalesHunter.com

APSS Partner Spotlight – The Canadian Authors Association



The Canadian Authors Association provides writers with a wide variety of programs, services and resources to help them develop their skills in both the craft and the business of writing, enhance their ability to earn a living as a writer, and have access to a Canada-wide network of writers and publishing industry professionals.

We are a membership-based organization for writers in all areas of the profession—aspiring, emerging and professional—in every genre and across all writing-related professions. As a not-for-profit national arts service organization, much of what we do benefits all writers, whether they are members or are affiliated with us as partners or through other writing groups.

What We Do

- Advocate for the protection of rights and equitable treatment for writers
- Publish Canadian Authors, an ezine for writers by writers
- Help members promote their work through a members' book catalogue, online directory, advertising opportunities, book fairs, readings and touring support
- Provide writers with up-to-date information on awards, contests, opportunities, calls for submissions and writing conferences and retreats via monthly national bulletins, branch newsletters, and the website
- Provide learning opportunities for writers at every stage through webinars, podcasts, and CanWrite! – our national conference
- Showcase Canada's incredible literary talent through our literary awards, ezine, website, social media, conference – and whatever other media we have at hand
- Sponsor the launch of APSS-Canada on Oct 17 – 17 in Toronto -- <http://tinyurl.com/pudpwwc>

See the joint CAA/APSS-Canada webinar: Publish Your eBook Today, Part 1 (Part 2 on Oct 1)

Tuesday, September 29, 7:00–8:15 pm EDT

Why and where should you e-publish? There are some great markets for e-publishing. Participants in this webinar learn which formats typically sell better than others by analyzing the big publishing platforms as well as secondary markets. Matthew gives an overview of platforms, e-book manuscripts, layout and cover design, publishing and pricing. He includes tips for success, as well as new sales opportunities from redistributors.

Register at: <http://tinyurl.com/qgury23>

How Authors Can Promote Their Book Using Webinars

By Scott Lorenz

Once you've written and published your book you'll no doubt be looking for the most cost effective ways to promote it. Besides free publicity, if you would like to reach a large targeted audience efficiently then consider conducting a webinar...

MORE>>> go to: <http://www.smallbusinesspr.com/pr-learning-center/small-biz-articles/how-authors-can-promote-their-book-using-webinars.html>

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Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Books are not always easy to transport. Heavy and oversized books do not sell well in airport stores, for example, because people do not want the aggravation of carrying them through the airport and onto planes. If your content can be delivered in a more portable form, it might be purchased in larger quantities.

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

Four Ways to Sell More Books

By Brian Jud



Numerous studies over the years have concluded that people who are certain of their beliefs are more likely to buy, buy sooner and spend more. These findings can help you sell more of your books to corporate buyers.

Viscerally, it makes sense. You are probably more likely to make a purchase if you are confident that you are making the right choice. It is a gut feeling, a sense that you are doing the right thing that makes you comfortable plowing ahead. You can get your buyers to feel the same about you and your book, too.

And you can do all that not by using advanced sales techniques, but by being objective, building consensus, reinforcing a positive message and building your credibility.

1. **Objectivity.** Buyers are naturally suspect of a salesperson's pitch. They listen and evaluate your comments in real time. Your words reinforce their beliefs, and they become more confident in their decision – whether to buy or not to buy.

A prospect's default position is skepticism, since most people assume you will present all the good points about your book's content while you ignore or gloss over its drawbacks. If you present it objectively, with a list of its benefits and limitations, buyers are more likely to believe what you are saying and view your pitch favorably.

For example, a list all five-star reviews for your book is less believable than a combination

of three, four and five-star reviews. A two-star review might actually be more credible and persuasive if written like this: “This book has unique, valuable information, delivered clearly and completely. However, I found the long list of acknowledgements off-putting.”

Similarly, your sales presentation should describe the pros and cons of your proposal, but describe the limitation in a way that is actually a positive feature. For example, a dog-food manufacturer may have a problem with poor sales of its 20-pound bags of dog food. Begin with a demonstration of how your content can help them increase their sales by including a free copy of your dog-care book in each bag. Follow this by saying, “However, my content does have its limitations. It describes only the nutritional benefits for dogs, and not for other animals.” Your limitation becomes a positive factor, increasing their certainty of their mounting optimistic feelings. In any case, do not say, “In all honesty, I should point out...” because your prospects might wonder why you are suddenly becoming “honest.” That will reduce their confidence in what you are saying.

2. **Consensus.** Business decision makers, like most people, tend to follow the crowd -- especially if the person leading the crowd is their boss. Get people to play “follow the leader” by helping the top managers validate your proposal and become a favorable influence on the others.

Listen closely to what those people say. If it is positive, get them to repeat or expand upon it. The boss might say, “I can see how that could help us.” Follow up by saying, “In what ways do you mean?” By saying the plural “ways” you are presuming there are more ways than one. Or, if the leader says, “That’s interesting, I never thought of it that way.” You would say, “If we do it like that, how will that be better than the other way?” Note that by saying, “If we do it...” you are including yourself on their team. Now it’s you and them against the competition.

If the comment is negative, you have to turn it around, but not by proving the person wrong. Reduce tension and give some objective proof to the contrary. This will give the naysayers a way to change their mind while saving face. Say something like, “That’s an interesting (not a “good”) point, Ms. Jones, and I’m glad you brought it up. In fact, others have felt that way. But once they became aware of this survey they agreed that it actually demonstrates my point. Does that make sense?” Do not ask people to admit that they were wrong, but that given this new information they can agree that you are correct. You might even take the blame for not introducing the survey before.

3. **Reinforcement.** We marketers know the power of repeating a beneficial message to a target audience. The more people hear it, the more likely they are to remember and act upon it. A related effect occurs when people repeatedly express their own opinions. Not only does it increase their confidence in their views, “it increases their certainty about their position, and therefore, their willingness to promote, defend and act on it.”

You have been asked to make a presentation to a company’s decision makers because one or more people believe that you have a potential solution to their business problem. Ask your allies to introduce you by stating their positive opinions of your content and proposal. That puts their stake in the ground as supporting you. Similarly, as others make affirmative statements, you could say, “Would you please repeat that so everyone can hear you?” As each person states an encouraging comment, it builds your support network one by one.

When you answer a question or respond to an objection, always get confirmation that your reply satisfied them. Ask, “Did I address your concern adequately?” Or, “Do you agree?”

Then at the end of your presentation summarize all the points of agreement before asking a committing question. Say, “It seems as if there are no more questions, correct?” Before we conclude, let’s review the major points we have discussed and agreed. First ... “

4. **Build your credibility.** More goes into building buyer’s certainty than your words. The way deliver your message vocally and visually influences their belief that you are (or are not) a credible source of information.

Project assurance in the way you speak. Do not talk too quickly, maintain good volume, enunciate words properly and add inflection when you want people to pay attention to them.

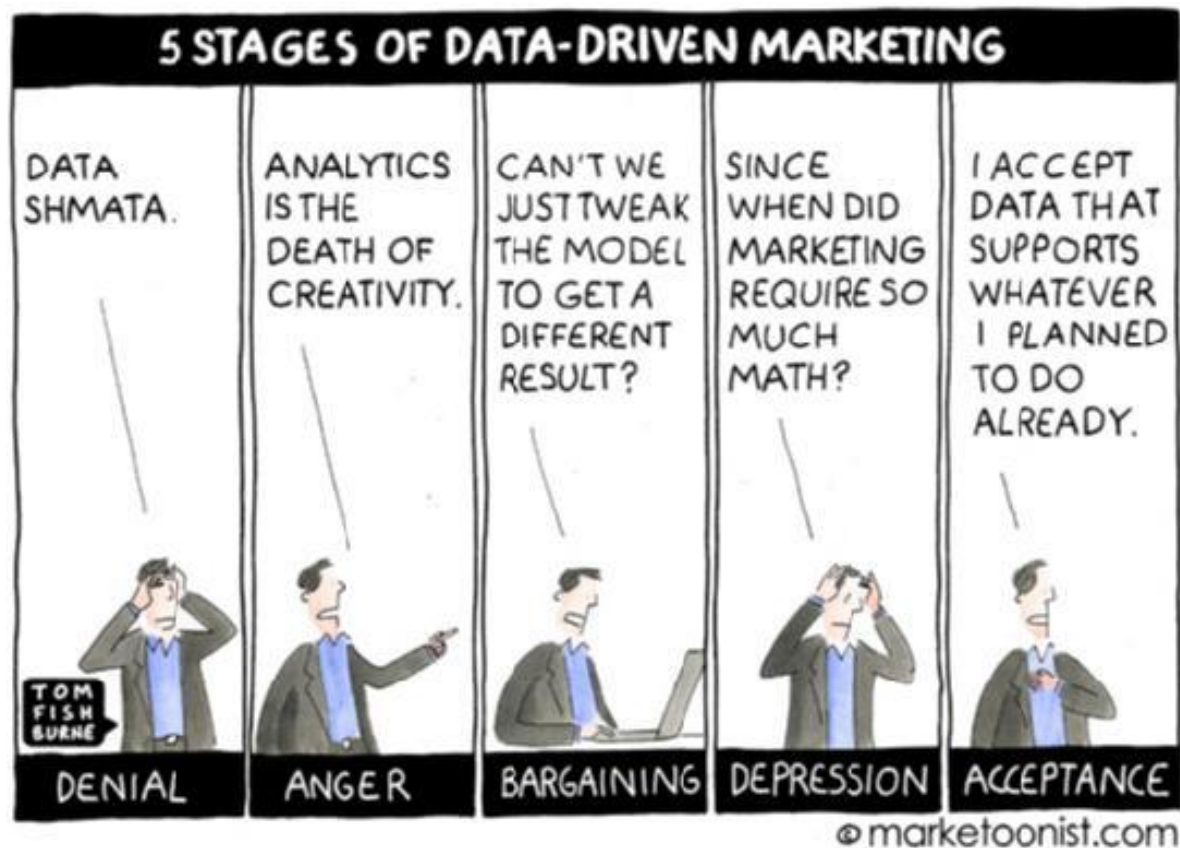
There have been volumes written on the impact of your body language on the way your message is perceived. As a general summary, greet each person with a firm handshake, dress appropriately, sustain eye communication, maintain good posture and make your movement fluid and purposeful.

If you use visual aids, do not depend on them to communicate your message, but to enhance it. Use the proper aid (PowerPoints, handouts, etc.) as needed to maximize your impact and memorability.

Selling books in large quantities to corporate buyers does not require you to be a well-trained, highly skilled salesperson. You can be more successful simply understand human nature. People want to make correct choices, and they need some help from you to make them feel confident that they are doing the right thing by placing an order with you. Be objective in your presentation, build consensus among the decision makers, reinforce their positive comments and build your credibility by making a professional presentation using your best verbal, vocal and visual communication skills.

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

What's The Big Idea?
Editorial by Brian Jud



Making the Most of Your Speaking Engagements

By Jeff Davidson, MBA, CMC



After booking an engagement it makes sense to consider, "What are the other revenue opportunities with this client?" For example, would the meeting planner be interested in ordering books or other learning tools for all the participants? Are they having a board of directors meeting the night or morning before where I could lead a round-table discussion? And so on.

Because many speakers are already highly adept at scouting for additional revenue opportunities, here, we'll focus on what else is worth exploring after booking a speaking engagement.

Editorial Coordination

Have you corresponded with the organization's publication editor? Whether it's an association, government agency, or corporation, nearly all such entities have their own monthly publications, online or off. At the least, you could offer public relations information to the editor to alert more members or staff about your presentation. You could also offer one or more articles at fee or at no cost to further increase your visibility within the organization, and, of course, to serve their editorial needs.

Are there other association or industry journals, not published by the host organization, to which it might make sense for you to submit P.R. materials or publishable articles? If you're working within your chosen niche, then undoubtedly you're aware of most of the major magazines that serve the niche. If you're not aware of them, 10 to 15 minutes searching online is all it takes to find the top publications

Photo Ops

Check the conference or program announcement as soon as you can. If you're speaking on the same bill with a well-known politician, media personality, or other household name, then on the day of your presentation, see if you can line up a photographer. Also ask the luminary if you could get a picture of the two of you. Most will readily say yes.

Also, if you're listed in the conference brochure with a celebrity speaker, review it for the possible P.R. value of reprinting a page or two that casts you in a favorable light.

Two Birds, One Stone

If you're speaking in Chicago to a medical supplier on September 19th, find out who is meeting in Chicago on September 18th and September 20th, especially if your calendar is free. I spoke to a banking association in Texas on July 30, and months in advance was I fortunate enough to discover that the Texas Chamber of Commerce was meeting an hour away on July 29th.

As luck would have it, the Chamber of Commerce hired me to speak as well; hence, I was able to create a tight circular route. This greatly benefits the meeting planner as well, because now you can apportion your plane expense among two or more clients, thus lowering everyone's overall travel costs.

Making contact with groups similar to the group to which you'll be speaking is always a good idea. For example, if you're speaking to the Kentucky Trial Lawyers Association, obviously it would be beneficial to share that information before and after your presentation with the Tennessee Trial Lawyers Association, Illinois Trial Lawyers Association, and others.

You don't necessarily have to wait until you've made the presentation. The fact that you've been retained by one group is often of interest to the next similar group. After the presentation, and particularly if you scored well, by all means alert the other vertical groups.

The same process works if you're speaking to a branch, a plant, or a division of a company. Many times, even if you've been brilliant, no one within the company thinks to alert the other branches. Therefore, it behooves you to ask for a list or roster, referral names, and supporting letters so that you can book dates with the other divisions.

Walk the Halls

When speaking at a national convention, regional meeting, or state meeting, visit the exhibit hall. Invite those at the trade booths to attend your session. I was speaking to a medical association and was fortunate enough to have an insurance agent who was exhibiting at the convention attend my session.

He corralled me in the hall afterward, asked for my card and fee, and told me that he was the planning coordinator for his state insurance association. In this case, I lucked out. I hadn't thought of inviting people from the exhibit hall into the session. Once I realized, however, that everyone in the exhibit hall and everyone at the convention, in general, belonged to other organizations and associations, I knew that I should get as many of them into my session as I could.

Offer Invitations

Invite others who reside in the city where you'll be speaking to your presentation. For instance, if you're speaking in Denver, invite any prospects you can from the Denver area to your session in advance, provided that you get permission from your meeting planner.

Thus far, in 12 years of seeking to invite guests to my sessions, no meeting planner has ever nixed the request. Even a presentation I made to the Internal Revenue Service in Philadelphia was open to a guest of mine who sat quietly in the back row: the IRS meeting planner graciously allowed an accounting association meeting planner to sit in on my morning session.

If you're attempting to land a corporate sponsor, that is, an organization that wants to pay your fee as you speak to several groups in their target market, go ahead and invite potential sponsors to your speeches.

Sometimes a complete roster of attendees, including exhibitors, is provided for you, with names, addresses, and phone numbers. In that case, you could call five or six prospects in advance and attempt to grease the skids before the time of the event.

The number of people who actually take you up on your invitation versus the number of invitations you offer is going to be small. That's all part of marketing. People are busy, and it's hard to get anybody to go anywhere. If you induce even one or two key people to attend your session, your leveraging efforts will pay off.

AV Potential

Every time you speak to a group, regardless of who did the booking, you have the opportunity to create an audio CD (and/or perhaps a DVD) simply by bringing your own equipment. There are at least five good reasons why it's worth recording yourself as often as possible:

1. Recording affords personal review of the presentation. There is no better way to review your performance than to hear exactly what you said and how you said it.

2. Each recording is potentially salable, as a podcast or on CD. CD producers, manufacturers, and distributors can professionally edit your recording, supplying voice overs and transition passages that can result in a salable CD. Keep in mind that there are other audiences similar to the one to whom you spoke. It may pay for you to be able to repeat your presentation on CD. Video in the making: when using pocket video recorders, both you and the organization can benefit as well, when you produce a product that can be used again and again.

3. The transcript is salable. Don't overlook the value of marketing the transcript to members of the group you addressed. Professional societies frequently offer transcripts from symposia and seminars that they have sponsored to those members who were not able to attend or who wish to have a written record of what was said in the speech.

4. The transcript can be converted into articles. Frequently, a transcript of as few as three or four pages lends itself to being turned into an excellent article. Nearly every writer finds it easier to start from an established base and make editorial changes than to face four blank pages and begin writing. With longer transcripts, it may be possible to extract several excellent articles, which in turn can be used to promote your speaking career and earn additional income.

5. Use recordings to get other speaking engagements. After your speech has been recorded, you can extract a 5- to 10-minute passage that can be used to develop sample audio snippets for distribution to other meeting planners. What better way for them to assess your speaking skills than to hear a passage from a live performance?

The point here is that each speaking engagement must be assessed for its potential as an audio or video product. And, when you are creating such products, you have further opportunities to collect on-site testimonials. Many times after a speech, people will run up to you with praise. If

it is captured on audio, and particularly video, you have valuable footage, indeed.

Kudos and More

Each time I speak, I seek at least one letter – be it from the meeting planner, room monitor, key attendees, key officers, or key staff – that I can use in my speaker's portfolio. Thus far, I have 975 letters.

If you're at a private company, schmoozing with the attendees during break or at lunch often leads to other engagements. Perhaps someone in attendance leads his or her own division, branch, office, or team.

If you're at a convention or conference, you can meet other speakers with more diverse topics and compare notes as to what they've learned and what opportunities are available.

To Sum Up

With every presentation you book, a world of opportunities awaits. Your time onsite is precious and, by planning your strategy in advance, you can leverage your speaking opportunities in wondrous ways.

Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information.

Tips for Tips Booklets

Paulette Ensign



You enjoy teaching people new skills and new perspectives. Knowing there are endless ways to deliver your knowledge, you have been concerned about how little you provide to your audience in a tips booklet. That concern may even keep you from creating one. What if that were the starting point rather than the finish line, and what if publishing a tips booklet let you help even more people directly and indirectly?

Your bite size brilliance is that starting point, for you and for your audience who is eager to learn from you. Plus the tips booklet serves as a teaching tool and a marketing tool simultaneously. The information in your booklet is new ideas, or reminders of things people already knew and forgot, or confirmation that their knowledge is accurate according to you, an expert.

The booklet prompts your students to want more from you once they absorb the information in the booklet. Those people want more in-depth, more advanced, more expanded ideas and processes that a tips booklet does not provide. They want it delivered in ways that suit their learning style, their lifestyle, and their budget of time and money.

You created the ideal skeleton and overview to easily expand to a course, a workshop, a self-guided program, or any one of a number of delivery methods that provide your booklet readers that deeper experience. The content can be parsed into categories that you deliver on a particular frequency, as a

video, audio, or written lesson. It can be completely automated and self-guided or can be a live interactive session or series of sessions by phone or online.

Expanding the booklet content may be the basis for a speaking engagement you do at a conference, for a lunch-and-learn or in-house corporate session, or as a public workshop. The booklet itself may be part of the course material you distribute to your participants.

As a direct marketing tool, a meeting planner or corporate decision maker can get a good overview of your expertise by looking at your booklet. That prompts a level of confidence in your ability to deliver a valuable live program for their members or employees. More than a few booklet authors have been invited to speak that way, and gone on to develop long lasting professional relationships and new income streams.

ACTION - Write one booklet if you have yet to do so, or consider revising one that you already have that is a good overview of your expertise. Thinking strategically about the content from the outset is planting a seed that grows into what you and your market want it to be. That includes the topics to expand and the delivery methods that are the best match for you and your students. Doing multiple formats gives your people choices that reinforce their learning as repetition is such a key element to the educational process. Do one course or program now and respond to other requests later.

Paulette Ensign is founder and Chief Visionary at Tips Products International. Since 1991 Paulette has personally sold well over a million copies (so far!) of her one and only tips booklet in multiple languages and formats, without spending one cent on advertising. Contact her at Paulette@tipsbooklets.com

13 Habits of Exceptionally Likeable People

Dr. Travis Bradberry



Too many people succumb to the mistaken belief that being likeable comes from natural, unteachable traits that belong only to a lucky few—the good looking, the fiercely social, and the incredibly talented. It's easy to fall prey to this misconception. In reality, being likeable is under your control, and it's a matter of emotional intelligence (EQ).

In a study conducted at UCLA, subjects rated over 500 adjectives based on their perceived significance to likeability. The top-rated adjectives had nothing to do with being gregarious, intelligent, or attractive (innate characteristics). Instead, the top adjectives were sincerity, transparency, and capacity for understanding (another person).

These adjectives, and others like them, describe people who are skilled in the social side of emotional intelligence. TalentSmart research data from more than a million people shows that people who possess these skills aren't just highly likeable, they outperform those who don't by a large margin.

We did some digging to uncover the key behaviors that emotionally intelligent people engage in that make them so likeable. Here are 13 of the best:

They Ask Questions

The biggest mistake people make when it comes to listening is they're so focused on what they're going to say next or how what the other person is saying is going to affect them that they fail to hear what's being said. The words come through loud and clear, but the meaning is lost.

A simple way to avoid this is to ask a lot of questions. People like to know you're listening, and

something as simple as a clarification question shows that not only are you listening, you also care about what they're saying. You'll be surprised how much respect and appreciation you gain just by asking questions.

They Put Away Their Phones

Nothing will turn someone off to you like a mid-conversation text message or even a quick glance at your phone. When you commit to a conversation, focus all of your energy on the conversation. You will find that conversations are more enjoyable and effective when you immerse yourself in them.

They Are Genuine

Being genuine and honest is essential to being likeable. No one likes a fake. People gravitate toward those who are genuine because they know they can trust them. It is difficult to like someone when you don't know who they really are and how they really feel.

Likeable people know who they are. They are confident enough to be comfortable in their own skin. By concentrating on what drives you and makes you happy as an individual, you become a much more interesting person than if you attempt to win people over by making choices that you think will make them like you.

They Don't Pass Judgment

If you want to be likeable you must be open-minded. Being open-minded makes you approachable and interesting to others. No one wants to have a conversation with someone who has already formed an opinion and is not willing to listen.

Having an open mind is crucial in the workplace where approachability means access to new ideas and help. To eliminate preconceived notions and judgment, you need to see the world through other people's eyes. This doesn't require you believe what they believe or condone their behavior, it simply means you quit passing judgment long enough to truly understand what makes them tick. Only then can you let them be who they are.

They Don't Seek Attention

People are averse to those who are desperate for attention. You don't need to develop a big, extroverted personality to be likeable. Simply being friendly and considerate is all you need to win people over. When you speak in a friendly, confident, and concise manner, you will notice that people are much more attentive and persuadable than if you try to show them you're important. People catch on to your attitude quickly and are more attracted to the right attitude than what—or how many people—you know.

When you're being given attention, such as when you're being recognized for an accomplishment, shift the focus to all the people who worked hard to help you get there. This may sound cliché, but if it's genuine, the fact that you pay attention to others and appreciate their help will show that you're appreciative and humble—two adjectives that are closely tied to likeability.

They Are Consistent

Few things make you more unlikeable than when you're all over the place. When people approach you, they like to know whom they're dealing with and what sort of response they can expect. To be consistent you must be reliable, and you must ensure that even when your mood goes up and down it doesn't affect how you treat other people.

They Use Positive Body Language

Becoming cognizant of your gestures, expressions, and tone of voice (and making certain they're

positive) will draw people to you like ants to a picnic. Using an enthusiastic tone, uncrossing your arms, maintaining eye contact, and leaning towards the person who's speaking are all forms of positive body language that high-EQ people use to draw others in. Positive body language can make all the difference in a conversation. It's true that how you say something can be more important than what you say.

They Leave a Strong First Impression

Research shows most people decide whether or not they like you within the first seven seconds of meeting you. They then spend the rest of the conversation internally justifying their initial reaction. This may sound terrifying, but by knowing this you can take advantage of it to make huge gains in your likeability. First impressions are tied intimately to positive body language. Strong posture, a firm handshake, smiling, and opening your shoulders to the person you are talking to will help ensure that your first impression is a good one.

They Greet People by Name

Your name is an essential part of your identity, and it feels terrific when people use it. Likeable people make certain they use others' names every time they see them. You shouldn't use someone's name only when you greet him. Research shows that people feel validated when the person they're speaking with refers to them by name during a conversation.

If you're great with faces but have trouble with names, have some fun with it and make remembering people's names a brain exercise. When you meet someone, don't be afraid to ask her name a second time if you forget it right after you hear it. You'll need to keep her name handy if you're going to remember it the next time you see her.

They Smile

People naturally (and unconsciously) mirror the body language of the person they're talking to. If you want people to like you, smile at them during a conversation and they will unconsciously return the favor and feel good as a result.

They Know When To Open Up

Be careful to avoid sharing personal problems and confessions too quickly, as this will get you labeled a complainer. Likeable people let the other person guide when it's the right time for them to open up.

They Know Who To Touch (and They Touch Them)

When you touch someone during a conversation, you release oxytocin in their brain, a neurotransmitter that makes their brain associate you with trust and a slew of other positive feelings. A simple touch on the shoulder, a hug, or a friendly handshake is all it takes to release oxytocin. Of course, you have to touch the right person in the right way to release oxytocin, as unwanted or inappropriate touching has the opposite effect. Just remember, relationships are built not just from words, but also from general feelings about each other. Touching someone appropriately is a great way to show you care.

They Balance Passion and Fun

People gravitate toward those who are passionate. That said, it's easy for passionate people to come across as too serious or uninterested because they tend to get absorbed in their work. Likeable people balance their passion with the ability to have fun. At work they are serious, yet friendly. They still get things done because they are socially effective in short amounts of time and they capitalize on valuable social moments. They minimize small talk and gossip and instead focus on having meaningful interactions with their coworkers. They remember what you said to them yesterday or last

week, which shows that you're just as important to them as their work.

Bringing It All Together

Likeable people are invaluable and unique. They network with ease, promote harmony in the workplace, bring out the best in everyone around them, and generally seem to have the most fun. Add these skills to your repertoire and watch your likeability soar!

ABOUT THE AUTHOR:

Dr. Travis Bradberry is the award-winning co-author of the #1 bestselling book, Emotional Intelligence 2.0, and the cofounder of TalentSmart, the world's leading provider of emotional intelligence tests and training, serving more than 75% of Fortune 500 companies. His bestselling books have been translated into 25 languages and are available in more than 150 countries. Dr. Bradberry has written for, or been covered by, Newsweek, BusinessWeek, Fortune, Forbes, Fast Company, Inc., USA Today, The Wall Street Journal, The Washington Post, and The Harvard Business Review.

News From APSS Partner Organizations

MIDWEST BOOK AWARDS: CALL FOR ENTRIES

APSS members in the Midwest are invited to submit entries to the 26th Annual Midwest Book Awards for excellence in books published in 2015. The awards recognize creativity in content and execution, overall book quality, and the book's unique contribution to its subject area. All entries must have a 2015 copyright and an ISBN.

The awards are sponsored by the Midwest Independent Publishing Association (MIPA), and MIPA is working hard to make the awards even stronger than ever. This competition will have three independent judges in each category to give publishers more feedback; all entries receive copies of the judges' scoring sheets. MIPA has streamlined the award categories to 30 and is limiting entries for a single title to a maximum of three categories. This will help the judges give more attention to each and every book.

Don't miss the new deadline: December 30, 2015. Previously, the Midwest Book Awards accepted submissions into January, but that is no longer the case. The earlier deadline will allow the judges to take more time and provide better evaluations.

Get a discount on your entry fee: Join MIPA for \$50 and get a discount on your Midwest Book Awards entry fee. For a complete set of rules, visit www.mipa.

Upcoming Marketing Events

See the joint CAA/APSS-Canada webinar: Publish Your eBook Today, Part 1

Tuesday, September 29, 7:00–8:15 pm EDT

Why and where should you e-publish? There are some great markets for e-publishing. Participants in this webinar learn which formats typically sell better than others by analyzing the big publishing platforms as well as secondary markets. Matthew gives an overview of platforms, e-book manuscripts, layout and cover design, publishing and pricing. He includes tips for success, as well as new sales opportunities from redistributors.

Register at: <http://tinyurl.com/qgury23>

Publish Your eBook Today, Part 2

Thursday, October 1, 7:00–8:15 pm EDT

Matthew Bin, Past Chair, Canadian Authors Association

So you've got your manuscript, your cover, and you're ready to publish... what next? Building on the information covered in the previous session, Matthew Bin will show what you need to what to prepare in order to publish your book, and will walk step-by-step through the publishing process, live on the world's biggest e-book store. Plenty of time will be set aside for questions and discussion.

Register at: <http://tinyurl.com/p3dbofe>

How to Craft a Persuasive Book Proposal for Any Genre or Topic

By Patricia Fry

6:00 pm, October 8, 2015

Are book proposals still necessary in this publishing climate? Patricia Fry says, Yes! She maintains that as an author, you are the CEO of your book, and the book proposal is your business plan. A solid and complete book proposal is a crucial element to getting published. Most agents and publishers require a proposal before they will ever set eyes on a manuscript. Writing a proposal can help you to more successfully pitch your book (and you) to the right agent or publisher.

But the book proposal is also essential to you—the author—as it will help you to write the right book for the right audience. A well-thought out book proposal will guide you in devising a smart marketing plan for promoting your book to your audience. Don't be fooled. No matter which publishing option you choose, it is up to you to promote your book.

This webinar will be based on Patricia Fry's new book, *Propose Your Book, How to Craft Persuasive Proposals for Nonfiction, Fiction, and Children's Books* (Allworth Press, 2015). This book has been described as "substantial" and "a rock" as it provides all the basics of crafting a successful book proposal from a fresh, yet professional perspective. But it delivers more—much more. This is the only book proposal book that speaks specifically to each author no matter your book's genre or topic. Patricia has included chapters for authors of fiction, nonfiction, and children's books and she's incorporated several specific genres and topics: memoirs, young adult books, travel books, inspirational, how-to, self-help, cookbooks, and

Propose Your Book offers a clear understanding of the book proposal process in today's fiercely competitive publishing climate and so will Patricia's webinar. This includes:

- The most up-to-date concepts in writing a book proposal
- Insider tips from the agents and publishers
- Examples of actual proposals from publishers' files
- Separate chapters for authors of specific topics/genres

Join in on this teleseminar with Patricia Fry and learn more about the essential process of writing a book proposal.

6:00 pm, October 8, 2015

Register at <http://tinyurl.com/ov6bv2w>