



THE SALES INFORMER

Association of Publishers for Special Sales

**A monthly e-zine dedicated to helping APSS members sell more books
to more buyers, more profitably.**

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Here is your May 2016 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

Ten Steps to Greater Sales and Profits -- New APSS Program with a step-by-step path to greater sales

Many people dream of selling their books in large, non-returnable quantities, but most never do. They get mired in doubt, confused about how to proceed, and totally overwhelmed by the complexities of the process. To rectify that situation APSS has developed a step-by-step process that helps you get started and keep moving toward large, profitable sales.

- For non-fiction, fiction, children's books, cook books, or any genre. The tools in this program will lead you through a process that can help you sell more books to non-bookstore buyers.
- You will find much of the information will help you increase your sales through bookstores, too.
- The instructions in this kit provide you everything you need to reach the enormous opportunity for greater sales: where to find prospective buyers, how to contact them and how to make large, profitable sales.
- This program gives you instructions, examples, forms and the details you need to implement a complete sales campaign.
- The steps can be duplicated, refined and customized to your level of skills, time and desire.

This package will give you everything you need to begin your journey to more sales and profits. It may be purchased one step at a time or all at one time. The automated step-by-step timeline will help you pace yourself in either case.

For more details of the information you will receive and the pricing for different options may be found at <http://tinyurl.com/zfgmhx5> For more information contact BrianJud@bookapss.org

APSS Tip for Finding Potential Non-Bookstore Buyers

Once you have defined your target readers, use a PAR analysis to help understand the benefits your buyers will receive by reading or using your content. This is a brief description of the **P**roblems relevant to your target readers, the **A**ctions you recommend they take to rectify their situations and the **R**esults they can expect if they follow your recommendations. For each major problem (issue, situation or circumstance), describe how your content will show them how to take some action to resolve it. Then explain the results the reader can expect after taking that action.

Top Ten List By APSS

As Scott Adams showed us in last month's *Sales Informer*, failure isn't fatal. In fact it could be a requisite factor in your success. Legendary basketball coach John Wooden had something to add to that, too. According to him, "Success is never final, failure is never fatal. It's courage that counts." It takes courage to change the strategies that you have been using in the past and jump to new market segments outside of traditional bookstores. Here are the **Top Ten Ways to Reinvent Your Strategy In A Changing Business Environment**.

1. Develop the ability to constantly adapt – to new employees, titles and strategies.
2. Recognize and deal with changes in your selling environment such as evolving demographics, new competitors, technological advancement and international opportunities
3. If you keep doing the same thing over and over eventually you will be wrong. Consistent implementation of the same strategies is not enough to succeed.
4. Flexibility and adaptation are at the heart of successful business strategy.
5. Do not define yourself as a book publisher, but as a purveyor of content and how it can be used to solve readers' or buyers' problems or meet their needs.
6. Try to separate the important and enduring trends (ebooks) from those that are short-lived and ultimately irrelevant.
7. Have the stamina and confidence to accept short-term hits to performance to lay the groundwork for long-term advantage.
8. Think about where trends in your niche are taking your business five and ten years out. How will you respond to those developments if they occur?
9. Create a long-term brand for your publishing company.
10. Tailor your strategies by market segment rather than by title. Retailers buy for different reasons than do schools, libraries, association meeting planners and corporate buyers.

APSS Tip for Negotiating Large-Quantity Orders

Do not over-negotiate. There will be times when you feel you are "on a roll" as your prospect acquiesces to all your terms. You may feel the urge to ask for more, beyond the initial scope of the prospect's needs. Do not do it. Resist the urge to press for more when you have reached an agreement.

Similarly you may call on a prospect who requires only a small quantity of your books and is ready to give you a check during your first meeting. Do not give in to the need to push for more. Take the order, follow up properly and return for another possible sale when appropriate.

Assessing Your Key Contacts By Jeff Davidson, MBA, CMC



The difference between a successful and unsuccessful author often is that the former made himself or herself accessible. Sometimes the art of effective positioning hinges on the ease with which editors can patronize your services.

If an editor can reach you the first time that he or she attempts to do so often, that may be the single greatest reason why they become a key, long term contact.

Acknowledging that our's is a society of time-pressed people, if any customer can reach you easily, this might be the reason why they become your customer. In a time-pressed society instant accessibility translates into more customers won, independent of the value of your writing services.

Acknowledging Referral Sources

Doctors and dentist have long recognized the importance of asking new patients a particular question. Usually somewhere at the bottom of the patient history form there is a question that says, How did you hear of us? Most patients will dutifully write in recommended by a friend, a website referral service, saw your advertisement, saw your offices while I was driving by, or any one of a number of reasons.

How often authors capture this vital data? Recognizing the source of new business should be the burning quest of all entrepreneurs.

Recently, I became disgruntled with a product that I had been using for years. It started jamming up and I was completely losing confidence in the equipment. Determined to find a new dealer/distributor I started calling around town. I finally settled on a small dealer way across town who seemed to know what he was speaking about.

After purchasing a new model and coming home, I realized that the dealer hadn't once asked, and I didn't think to offer, why I was seeking him and his products in the first place. He never asked:

- * If I had previously used such equipment
- * Whose equipment I used
- * How I liked or did not like that equipment
- * What features I was particularly interested in having
- * What kinds of work I would be doing
- * How many hours per day or week I anticipated using it.
- * How I had gotten his telephone number
- * Why I decided to call him
- * Why I made a 25 minute trip when there were other dealers closer by

To be sure, this gentleman was able to make a sale and to successfully serve me. Should anyone ask, I will certainly recommend his business. Yet, he is missing vital data from me, a single customer, that could enable him to attract others with similar experiences and needs.

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.

Headlines That Generate Attention

By Brian Feinblum



A number of years ago I started taking note of advertising headlines that got my attention, mainly in newspapers, magazines, and the phonebook. I started to see patterns and repetition at times, but with good reason: these ads made the reader stop and think for a second. Here are the first 50 of 317 headlines that may inspire you to write your own catchy headline for advertising your books, products and services. All others will be listed over the next five issues of *The Sales Informer*.

1. Art lovers - Purchase Directly From Artists
2. Largest Handbag Selection In Town
3. Unique And Specially Crafted Gifts
4. This Mother's Day Give The Gift Of Family (Portraits)
5. Top Sellers
6. Only The Best
7. Save Big, Big Bucks
8. Express Service Available
9. Jumbo Hotdogs
10. One-Hour Photo
11. Where Service And Quality Are #1
12. Professional Quality Since...
13. Serving The Clothing Needs Of South Florida Since...
14. Specializing In...
15. No Elephants Here...Only Every Other Imaginable Pet Sold At Pet Depot
16. All Baking And Cooking Done On Premises
17. There Is No Substitute
18. Genuine...The Real Thing
19. Student/Senior/Disability Discounts
20. Ladies Day At Wings Plus
21. Family Owned And Operated
22. Specializing In First-Home Mortgages
23. Tax Included... Tax-Free
24. No Commission Sales People...No Pressure
25. Don't Be A Victim
26. The Perfect Gift For...
27. A Great Selection Of...
28. Over 150 Brands To Choose From
29. Jewelry...The Perfect Gift
30. Gallery Quality At Discount Prices
31. Tested And Registered With Better Business Bureau
32. Custom-made Videos
33. Let Us Capture A Moment In Time Forever (Photos)
34. We Make House Calls
35. Wanted
36. Stop!
37. Specially Priced
38. Huge Savings
39. Free Gift With Purchase
40. Pre-Driven, Pre-Owned
41. Art On The Beach

- 42. Excellence And Value Since...
 - 43. Enjoy A Full-Filled Day Shopping At Sawgrass Mall
 - 44. End Of The Season Sale
 - 45. End Of The Year Blow-Out Sale
 - 46. Total Bonanza Sale
 - 47. Exclusively You
 - 48. We Cordially Invite You To A Gala Celebration
 - 49. See Our 30,000 Shirt Collection
 - 50. Now In Stock For A Limited Time Only
-

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 @theexpert and email him at brianfeinblum@gmail.com. He feels more important when discussed in the third-person.

APSS Tip for Making Persuasive Sales Presentations

How to write your presentation script. Your script should not be a crutch, but a tool. Prepare an outline of key words and phrases to which you can refer at a glance. If you simply read from it, your presentation will not come across as extemporaneous. Use it to stay on track while you speak freely enough to release your personality and build rapport.

Write an upbeat and informative script, giving structure, sequence and proper form to your fervor. Begin with an outline of what you want to say.

One way to help write your initial script is to record your presentation and transcribe it. Read it out loud and make changes to improve its flow and content. As you add emphasis to certain words, mark them so you remember to accent the same words later. Reading it out loud will help you control your pace and timing.

A script will help you decide which visuals to use at the appropriate times in your presentation. Once you have made your point, decide which visuals will help you make it. It could be a Power Point slide at one time, your book at another or your sales literature at another. (See Chapter XX for tips on using visual aids.)

Make it easy for your prospect to follow what you are saying—whether in a casual conversation or a formal presentation of information and ideas. They'll remember it better—and you will too. A script will help you make a key point. If you ramble, you lose your listeners.

APSS Chapter Spotlight APSS-Chicago



Rebecca L. Chauncey is President of the APSS-Chicago Chapter. She is an author, professional speaker, and owner of RLC Speaks LLC. She has more than 10 years of successful, professional experience in academic, corporate, and governmental sectors. With her rich knowledge of diverse business fields and passion for experiencing the best of daily life, she wholeheartedly teaches professionals how to maximize ease and positivity in their lives through speaking and writing.

You Can Still Live: A Monthly Companion to Help You Experience the Best of Your Life is Rebecca's first published book. It features soul-stirring messages to help you move through various life situations with more ease in the midst of your busy schedule.

Rebecca just conducted the launch of APSS-Chicago with a one-day networking event in Chicago. It was held on the Saturday after BEA, May 14. For more information about APSS-Chicago contact Rebecca@bookapss.org

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Ten Steps to More Profitable Sales

The corporate-sales process begins with knowing what you are selling (no, it's not books) and defining the people who can make large purchases. Then you learn their needs, propose solutions, make presentations, negotiate the terms of each sale and service the business once the order is placed. This takes time, if for no other reason than the buyer's risk of making the wrong decision is considerably higher than in the retail sector where unsold books are typically returned. Here will be a description of each of the ten steps required to make a large, non-returnable sale to a corporate

buyer over the next few months

Step Five: Qualify and prioritize your prospects

Many publishers think they do not have enough potential buyers. However, you will probably find that you have too many prospects. And not all are equal in their ability to purchase promotional products. Some will be more interested than others in your content, and some will not be able to purchase your books in large quantities no matter how interested they may be.

Use a simple two-part process to remove the names of those with no interest in acquiring your products and devote your attention to contacting prospects who are likely to buy. Once you have disqualified those who cannot buy, rate the remaining prospects according to their ability to purchase your books and rank them in descending order.

Eliminate those who are not likely to buy your books. Removing those who are unattractive as prospective customers is called *qualifying* your prospects. Evaluate each name against your list of buying criteria.

- Do the company's customers fit your description of a target buyer?
- Does the suspect need your content?
- Are you familiar with the market? You probably know more about selling to some potential

markets than you do about selling to others.

- Is the prospect geographically accessible?

Prioritize your qualified prospects. When you finish qualifying you still only have a list of names, albeit smaller and more valuable than when you started. Some will have little interest in your titles while others may have an immediate need. Most will be somewhere in between.

Given a limited time for creating new customers, prioritize your qualified prospects according to what you believe is their ability to meet your objectives. Rank them in the order of likelihood of buying, proximity or familiarity. You become more effective and efficient in your sales efforts by calling on buyers who need your content and have the means to pay you.

Organize your potential buyers into groups such as A, B and C, indicating their relative purchasing potential with “A” being the most likely and “C” being the least likely to buy. Spend time every day with A prospects. Work frequently with them to learn their businesses and advance the sale. Then go on to the Bs to explain the value of your content to them. Revisit your C list periodically to remind them that you will be around when they are ready to buy.

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

Maximize Your ROI – Return On Ideas

By Brian Jud



Publishing companies need to innovate regularly to create new value for their customers. But innovation in itself should not be the final goal. Not only must you spot opportunities, but you should capture value so you get paid for it, too.

There are two kinds of innovation. One is in value creation and the other is in value capture. Many businesses stop the creative process when a good idea is developed, believing that once it is implemented it will generate money. But unless value capture –maximizing the return on your idea – is also contemplated, you can leave money on the table.

For example, publishers look to authors as the source of ideas. But when a significantly new concept is acquired, the process typically falls back into a routine. The content is published and distributed as has always been done -- through bookstores (bricks and clicks). After a certain period the tome is relegated to backlist status, profit is not maximized and potential gains lost forever.

As revenue decreases, thoughts of increasing sales often fall back on pricing issues. But changing the price of a book from \$15.95 to \$14.95 or running a special offer for a limited time do not constitute pricing innovation. When sales and revenue bottom out, the blame is placed on the product life cycle, the belief that the book has run its course and it is time to replace it with a fresher title.

A key to increasing revenue and profits is not to publish more books, but to sell those you already have on hand. Here are some ways in which you can apply a little strategic thinking to increase the return you get from your ideas about selling your existing books.

- The most familiar is value-based pricing. This occurs when the publisher charges according to the content's worth to the customer and stops setting prices by simply marking up production cost or calibrating against competitive prices. The challenge is how to determine the perceived value. When selling to corporate buyers you can use your presentation and negotiating skills to communicate the benefits of your content, increase the value of your proposal, and subsequently the amount of money you receive for the sale.
- Change the value carrier. What is the value carrier in your offering? It is the part of the experience on which you hang your price tag. This could be your slogan ("The only book that gives you..."), or it might be your author's reputation. Ask yourself two questions, "Is my price tag affixed to the right part of the package?" and "What would happen if I moved it?"
- Bundling represents another way to change the value carrier. In this practice you offer several products as a package, and the total price is less than purchasing each individual piece separately. You could bundle a backlist title with a popular one in your frontlist (or perhaps from a different author). A variation is the all-inclusive offer. Here you include a book (or books) as part of a seminar or consulting package. These actions make price comparisons more difficult.
- In addition, you can increase the value of your book to those who are mentioned in it. When you name a person or company in your text, it becomes worth it for them to help you promote it. You might even get people or companies to pay you to include their name in your book.
- Get a corporation to sponsor your book. Two bachelors researched a book about why some marriages last so long. In Project Everlasting they induced a company to give them a motor home in which they could travel the country interviewing people in successful marriages. They also received sponsorship money from hotel chains, jewelers and 800-FLOWERS.
- Another technique is to auction your books. This could work not only on an auction site, but if your book is being used as a fundraiser by an association or school. The downside of auctioning is that the final price may be below what you had expected. You can eliminate that problem by setting a minimum bid as Association of Publishers for Special Sales (APSS) did when auctioning seats to its annual Book Selling University. The auction for each day began with a minimum bid (see <http://bookapss.org/auction/index.php> for an example).
- Demand-driven pricing relies on fluctuations in demand to drive changes in price. This could apply in cases where you are selling seats to your seminar or workshop. An early-bird special might entice early adopters to register, with later deals to lure laggards.
- You could also mimic Priceline and allow prospective buyers to name their own price. You might use this technique as the starting point when negotiating with a corporate buyer interested in purchasing a large quantity of your books. The buyer will start with a low offer, expecting you to respond with a higher price. Generally the final price is somewhere in between the two.
- Use your book in a razor-and-blades model similar to a company like Gillette selling a razor inexpensively (or giving it away) to lock you into years of purchasing blades for it, thus securing a future revenue stream. An example is to give away the first chapter of your book through your website, enticing people to purchase the remaining chapters. A continuity program is another example of this technique, as is giving your book away as an enticement to attend your workshop.

- Change the segment to which you sell. Instead of selling your children's book through B&N and Amazon.com, sell it to children's hospitals, children's libraries, Parent-Teacher Organizations, private schools, home-schooling groups, daycare centers and moms' clubs. When selling directly to buyers in these categories you might price your books based on the quantities purchased. Since there are no distribution discounts or returnable books you can be more profitable even at a lower price.
- Sell books in large quantities to corporate buyers, associations or even the military. This introduces pricing incentives such as coupons and self-liquidators. See several articles on this topic at <http://tinyurl.com/85o9f3k> among many other free articles.

The lesson is not to set a price and live with it for the life of the title. Be innovative. Devise new ways to present the value you offer buyers and charge an amount that reflects that value. You should see a profitable return on your ideas.

Brian Jud is the Executive Director of the Association of Publishers for Special Sales (APSS – www.bookapss.org– formerly SPAN) and author of *How to Make Real Money Selling Books*. Contact Brian at brianjud@bookmarketing.com or www.premiumbookcompany.com and twitter.com/bookmarketing

What's The Big Idea?

Meryl Streep - "This was me on my way home from an audition for King Kong where I was told I was too "ugly" for the part. This was a pivotal moment for me. This one rogue opinion could derail my dreams of becoming an actress or force me to pull myself up by the boot straps and believe in myself. I took a deep breath and said 'I'm sorry you think I'm too ugly for your film but you're just one opinion in a sea of thousands and I'm off to find a kinder tide.' " Today Meryl Streep has 18 Academy Awards. Moral -- Never give up on your dreams. Only you know your true worth.



Novel Ideas

Tips to Help You Sell More Fiction in Special Markets

Taking Aim at Televangelists (By Jodee Blanco)

The Soul, a controversial thriller about televangelists, was published in the early 1970s. The author, Ron Gorton, was an entrepreneur who had enjoyed diverse careers—from truck driving, farming, and construction to writing books, directing B-films, and teaching high school. Fiery and gregarious, he was the quintessential Renaissance man. Gorton's novel, which reflected his passionate sentiments about evangelism, shot to the *New York Times* bestseller list. Shortly thereafter, he took a hiatus from writing, resurfacing two decades later with *The Hucksters of Holiness*, the sequel to his first blockbuster, which I was assigned to publicize.

This project presented a hornet's nest of challenges. Because of the author's eclectic professional past, he would be perceived by the press as a jack-of-all-trades and master of none. The fact that 20 years earlier he had written a book that became a short-lived bestseller made him the literary equivalent of a one-hit wonder. On top of that, his only link to televangelism was his personal conviction that most of its practitioners were unethical and manipulative. Feelings and opinions don't constitute author credibility. In addition, his publisher was a small press with limited resources and distribution. Author and publisher were in dire need of publicity coverage, because without it, they couldn't get books on or off the shelves.

My associates and I knew that to circumvent the hurdles we had to probe beyond the obvious and aggressively explore every option from as many vantage points as possible. How could we turn the author's emotions about evangelism into legitimate expertise? Was there a way to create a news story from the theme of the book?

We interviewed Ron in depth, inquiring about everything from his childhood memories, hobbies, education, proudest achievements, worst failures, and pet peeves to his marriage, political convictions, religion, future goals, and motivation for writing *The Hucksters of Holiness*, among countless other areas. Our central objective was to extract fragments of information that could be used as the building blocks for a campaign premise.

It didn't take long before we had our blueprint. During the course of our Q&A with Ron Gorton, he explained that he wrote both books to ignite healthy debate about the role and responsibility of televangelists in America.

We engineered a public-awareness crusade, positioned Ron Gorton as its leading spokesperson, and presented him to the press as the Exorcist of Evangelism. We contacted all the major media outlets in the country, encouraging them to host a panel of televangelists, with whom Ron would spar verbally on air. Even we couldn't have predicted the colossal response from journalists. Ron was interviewed on the nation's top-rated television and radio shows and featured in dozens of gripping newspaper and magazine articles.

Read It And Reap

An APSS Recommendation for a Book That Can Help Your Business Succeed

The Checklist Manifesto. Author Atul Gawande trumpets the power of the humble checklist. Jack Dorsey, founder of Twitter and now CEO of payment processor Square, makes it required reading for new employees. For the past three years Square has given out copies during new-employee orientation as well as stocked it in the company library. A Square spokesperson says checklists keep everyone focused and on the same page.



Tips for Tips Booklets

Paulette Ensign



That checklist you wrote to streamline your travel packing, your grocery shopping, or some other repeated procedure was something you did to help yourself in that moment. Someone saw that checklist, liked it, copied it from you or asked about it. You discovered more to the checklist than you thought, realizing you could write an article, give a class, develop a self-guided program by expanding that checklist, or somehow take a next step.

That's very much the evolution that Claudette Paäge's business has experienced in the past several decades. As a financial confidant to her clients, her business and personal management services started with checklists for handling life. The checklist developed into *No Time Like Now*, a booklet of tips and resources to help plan for the future when you or someone you love leaves this world or faces a life-changing event. The booklet and her company's services have expanded as needed, in response to her clients' requirements and her company's abilities as she now serves 2nd and 3rd generation family members of clients who count on her.

ACTION - Pay attention to expansion opportunities based on what people request and what needs you observe. Testing the scope of the demand can be done slowly, continuing to deliver the highest quality possible and not over-extending yourself or your resources.

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



Whack Extraneous Phrases from Your Writing

This is part of a series by editor Barbara McNichol to provide tips that help you write like a pro.

In their classic book *The Elements of Style*, Strunk and White called word clutter “the leeches that infest the pond of prose, sucking the blood out of words.” Who wants that in their writing?

You can de-clutter your writing by questioning the use of these phrases that are often extraneous:

- **“it is all about”; “the fact of the matter is”; “the fact that”; “it’s important to remember that”** e.g., The fact of the matter is that it’s unwise to go out carousing. Better: It’s unwise to go out carousing.
- **“in regard to”** e.g., Seek additional websites in regard to your industry. Better: Seek additional websites in your industry.
- **“is going to”** e.g., He is going to be a key contributor. Better: He will be a key contributor.
- **“there is”** and **“there will be”** e.g., There will be many managers attending the meeting. Better: Many managers will attend the meeting.
- **“the reason why is that . . .”** A simple “because” will suffice.

Your challenge: Take something you wrote and circle extraneous phrases that show up. Rework them or remove them altogether. You may decide to keep them, but first ask this question: “Do I *really* need this phrase?” (You don’t need “really” here.)

When you know how to write with precision and accuracy, your professional reputation builds and your career can soar. Barbara McNichol is passionate about helping business professionals add power to their pen. To assist in this mission, she has created a word choice guide *Word Trippers: The Ultimate Source for Choosing the Right Word When It Really Matters* with details at www.WordTrippers.com.

Today’s Word Tripper:

Anxious, eager – “Eager” means exciting or enthusiastic. “Anxious” means full of anxiety or worry. “I’m *eager* to hear the details of your trip, but I have been *anxious* to learn about your travels ever since I heard about the airplane accident.”

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Upcoming APSS Marketing Webinars

May 26: “Green Audiences, Green Titles, Green Printing,” By Shel Horowitz, 6:00 pm ET; Register at: <http://tinyurl.com/j4tanjd>

June 8: “How to Sell More Books to Non-Bookstore Buyers,” By Brian Jud; 6:00 pm ET, Register at <http://tinyurl.com/h7yp93v>

June 23: “Mid-Year Marketing Checkup,” by Brian Jud; 6:00 pm ET; Register at <http://tinyurl.com/gq64omr>