



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 2, Issue 11, Number 19 November 2014

Here is your November 2014 issue of *The Sales Informer* ezine. We intend this to help APSS members sell more books to non-bookstore buyers. This newsletter is sent only to paid APSS members. If there were any problems with this delivery, please let me know.

APSS Adds a New Membership Benefit (Update from the Executive Director of APSS - Brian Jud)

APSS Adds a New Membership Benefit – Discounted Sales Promotional Items

Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. Get free consulting and see more examples at www.bookapss.org/PromoItems.pdf Find out how APSS can help you use promotional items to:

- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

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

APSS Tip for Finding Potential Non-Bookstore Buyers

For your sales efforts to succeed, you need enough customers to buy your product or service. Before you publish, take time to evaluate your potential customer base. Figure out who you expect to be your most likely customers -- your target customers. Then tailor your marketing efforts, as well as your products and services, to those customers.

Why Is Defining Target Customers Important?

Having a clear vision of your expected customer base will increase your chances of success. By defining your target customers you can:

- Better determine if there are enough potential customers for your business (in other words, whether there is enough demand for your products or services)

- Tweak your business idea to better meet the needs of your potential customer base
- Tailor your products and services to better meet your customers' needs and desires
- Target your marketing efforts to reach your most promising prospects, and
- Craft your marketing messages appropriately -- using the right tone, language, and attitude to appeal to your best prospects.

Top Ten Tips for Your Sales Success -- From APSS

Have a Meeting of the Minds. Growing your business depends in large part on your ability to innovate – both content and marketing. Moving from your core business (trade sales) into special (non-bookstore) markets is an example. Creating a mastermind group can help you access the combined knowledge of others to help you make the move. To do this, build an environment in which people feel comfortable, willing and able to innovate. Here are the **Top Ten Principles For Developing a Successful Mastermind Team.**

1. Coming up with One Big Idea is not the answer. The ability to implement the idea creatively is the key. Strike the right balance between innovation and the realities of performance.
2. Build a mastermind team of people from in and outside your company with a shared sense of purpose, value and rules of engagement.
3. Encourage an atmosphere of mutual trust and respect to reduce tension so people leave their comfort zones to participate.
4. Manage creative tension through an environment that supports the sharing of undeveloped ideas while allowing suggestions that can improve ideas and spark new thinking.
5. Assemble a portfolio of wide-ranging ideas, and then promote passionate, but controlled disagreement to flourish as you combine, refine, expand and reduce them to a few workable concepts.
6. Do not seek either/or thinking. Integrate ideas, combining part of option A with parts of option B and option C to create a new and better option.
7. Keep creative conflict focused on ideas, not on individuals.
8. Innovative content does not have to come from authors – it should come from your target readers. Once their need is established, brainstorm new ways to satisfy it. One solution may be a book, but there may be other paths.
9. Lead the discussion by asking questions in a way that stimulates debate. Instead of asking, “How can we increase revenue?” you might ask, “In how many different ways can we increase revenue?”
10. Have one person facilitate meetings as a catalyst to develop 1) creative abrasion (the ability to generate ideas through discourse and debate), 2) creative agility (the ability to move from idea to idea for integrative innovation), and 3) creative resolution (the ability to make decisions that combine disparate and sometimes even opposite ideas)

APSS Tip for Negotiating Large-Quantity Orders

Every negotiation is different in some way. There are differences among the people involved, the physical locations, the terms to be discussed and the distance between the positions if the major players. Adapt to these various climates and be flexible as you lead the discussion.

9 Reasons To Read This Blog

By Brian Feinblum



Have you noticed that so many blog posts begin with a number? 6 ways to do this, 5 steps to do that, 8 ways to avoid doing x, and 7 keys to achieving... Or, 9 reasons to read this blog. If a recent analysis of Inc. com columns is any indication, if your blog post doesn't begin with a number you will not get as much traffic as you should get.

A look at October Inc.com columns that achieved the most readers, 90% or 9 out of the top 10, began with a number. Here are some samples:

- 20 Awesome Things to Say That Will Radically Improve Your Life
- 8 Questions Every Candidate Should Ask During Job Interviews
- 19 Things Remarkable People Think Every Day
- 35 Cool Gadgets That Make Business Travel Faster

So why are these types of articles and posts so popular, especially online? Because they invite low commitment. You can read as many of the tips as you choose to. There's an expectation the article will not be long. It'll be scannable and skimmable, as opposed to having to read a chunky article. Even better, such articles with a number of steps always promise a benefit. 10 Ways to Make Money sounds better than Why People Are Not Opening Up IRA's.

This has been going on for a long time, beginning with printed publications. We have so many top ten lists floating around. Magazines love telling us the 6 secrets to a better sex life and the 11 fashion trends you must follow. Oh, here are 13 tips for losing weight, and 12 things to look for when shopping for a car.

This doesn't mean all blog posts have to involve a number of steps, lists or strategies, but it does mean that you should give thought to everyone's desire to see things in a bulleted format. Everyone has ADHD. We want to be exposed to a lot of things but each thing tends to lack in-depth substance. Now, you could counter this revolution and instead of tapping out the 8 ways to do something, you can create a lengthy, well-researched, well-thought out piece on a subject people need to hear about. But not every post can be Pulitzer-worthy. You need to mix in the 20 ways to pick your nose posts.

Now, I promised nine reasons to read this blog, but the truth is there are only two: you'll learn something and I will get more traffic to my blog. But if I only put two reasons in the headline you would ignore it because two sounds like such a low number. That is worse than putting a high number in the headline. Ok, now you learned something else, so I am down six reasons, but hopefully you'll appreciate the brevity of my post!

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

Know yourself (and your limits). Are you a fast thinker in front of a group? Are you good at telling stories? Are you a good closer? There is no right or wrong answer to these questions. Just understand your strengths and weaknesses and build your presentation around them. If you are not good at quickly responding to objection, bring along another person who can address the issue while you think of the appropriate answer. If you are not good with humor, avoid trying to tell jokes (which is a good practice under any circumstances). Knowing your limits might avert disaster, or at least embarrassment.

Meet A Member

June Hyjek



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.

Personally, June deals with debilitating complications from Scoliosis and has moved through the physical and emotional pain of seven spine surgeries, finding healing through mind-body approaches and the loving support of others. Her personal experience provides the passion for her work and her speeches, which offer inspiration and hope for achieving and maintaining wellness.

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.

Certified by the Aerobics & Fitness Association of America, June's expertise also includes traditional fitness practices with specializations in chronic disease, spinal stabilization, orthopedic disabilities, eating disorders and seniors. Although recently deemed "medically retired" from an active role as a personal trainer, June continues to coach her clients on incorporating exercise, movement and nutrition in the management of pain and stress. She is also certified with Lee Hecht Harrison in Transition Management and with Body Balance University in Mat Pilates.

7 Strategies From a Publicity Expert

Steve Harrison



Publicity guru Steve Harrison was a special guest on Cloris Kylie's radio show, "Magnificent Time." Cloris says, "I consider Steve a mentor. Thanks to him, I learned how to harness the power of publicity to share my message. As a result, I've appeared on several television and radio shows, and I've been able to reach thousands of people."

During this interview, Steve shared his wisdom to help you make a living doing what you love. These strategies can help you even if you're not interested in becoming an author, consultant, entrepreneur, or expert. Everyone needs a powerful personal brand! Here are seven strategies that Steve shared on the podcast.

1) Positioning. To build a successful career as an expert, you need to position yourself as an expert, which means to build a personal brand that conveys your expertise. Write articles, give speeches and develop seminars centered on your topic. Learn as much as you can. Grow as a professional.

Not in the expert industry? I still suggest you learn as much as you can about your field. The more you learn, the more value you'll be able to provide. If you provide clear value, you'll advance in your career.

2) Self-Confidence. Develop self-confidence through experience and competence. Believe in your ability to succeed! What makes you unique? Your topic might be covered by many others, but you have a unique personality and a unique way to connect with your audience. Same applies to any industry; your unique combination of skills and knowledge will allow you to position yourself as the best choice for promotions and new opportunities.

3) Engagement. Become an "inviter" instead of a salesperson. Invite your audience to experience your books, keynotes, or seminars. Regardless of your industry or occupation, you can create engagement by providing solutions to people's problems.

4) Timing. When approaching the media, use a timely story. Pay attention to current events and news, and determine how your expertise would allow you to expand on the topic and deliver value.

If you're not an author or expert, pay close attention to signs of upcoming opportunities in your field or organization and take immediate action. Being at the right place, at the right time, can make all the difference.

5) Community. To become a bestselling author, you must take care of your book and help it grow as you would a child. Gather a community of supporters who care about your message. Develop a strong platform by using the power of publicity.

6) Inspiration. You can only become an expert on a topic you're passionate about. You must be able to "breathe" your topic, and wake up excited to write about it and talk about it.

7) Expert Support and Mentoring. Seek help! "Hope Marketing" doesn't work. Find mentors or seek advice from a professional. Steve and his team offer comprehensive programs to help you. You can also take advantage of the extensive library of free training available at www.SteveHarrison.com.

If you're not in the expert industry, you will still benefit from mentoring. Seek someone you admire and ask for his or her insights. You'll be surprised at how willing people are to help you when you ask.

How Cross-Marketing Helps

Carol White



Advertising and marketing gurus tell us that it takes “multiple impressions” of a message to get potential buyers to make a buying decision. Seven is the number they often cite. So how do we get those precious impressions? One way is through cross-marketing.

The concept is simple. Find products and services that complement yours and work with the companies that provide them to promote their offerings and yours simultaneously. Here is a real-world example.

Late in the manuscript phase of preparing our book—Live Your Road Trip Dream: Travel for a Year for the Cost of Staying Home, which tells the story of a lengthy cross-country trip—we discovered a Web site called MyTripJournal.com. Having struggled to maintain our own site for ongoing reports on our journey, we immediately recognized the potential for cooperation. So we talked with the site’s owner and, after gaining a better understanding of what his company did, we decided to include a little bit about its services in the book. Our relationship had begun.

The Multipurpose Demo

As time passed, we stayed in touch with Dan Parlow, one of the principals in the firm (remember to constantly build your network!). Dan called one day to say he was looking for robust demo sites and wanted permission to turn our old travel site into a MyTripJournal.com site. Of course we said yes. Having our book featured as a demo site created a great way for people to hear about Live Your Road Trip Dream as well as a great way for Dan to demonstrate the power of MyTripJournal.com. A cross-marketing relationship was born.

From that time on, we included MyTripJournal.com affiliate links in several places on our old travel site and on our book site as a resource, further cementing cross-marketing efforts.

In addition, we suggested to Dan that he explore the RV traveler market in more depth. I had been a speaker at the Great North American RV Rally in July 2004 and we thought it would be an excellent venue for MyTripJournal.com too. We gave Dan the contact information, let the contact know that Dan would be getting in touch with him, and off Dan went.

Having already formed a trial partnership to co-promote his product with the very large RV group called the Good Sam Club, Dan got booked as a speaker, signed up for a booth, and was invited to have his booth in the prestigious Good Sam area because of his trial partnership.

As rally time grew near, MyTripJournal.com and the Good Sam Club collaborated on a fun marketing project—an online scavenger hunt contest. People would scavenge a MyTripJournal.com Web site for answers to questions that appeared there, and compete for prizes to be announced at the rally. Great marketing idea! The scavenger hunt would be promoted on the huge Good Sam Club site and through its e-newsletter. But whose MyTripJournal site would be used?

Dan immediately thought of his demo RoadTripDream site because the trip that it journals ended in Oregon, where the rally was being held. It took only a little sleight-of-hand to position the end of the hunt at the rally location rather than at our home. We revised some content to match the progress to the rally—and we had ourselves a great cross-marketing opportunity. Thousands of people would now be exploring RoadTripDream on MyTripJournal.com and encountering a link to our site that would let them purchase our book. Thousands of “impressions”—and some sales.

But we didn't stop there. Since we were already so tightly linked with MyTripJournal for the rally via the scavenger hunt, we decided to staff the booth together and, again, promote each other's offerings. We also did a couple of joint press releases targeted to different market segments to maximize our visibility. At the rally, the combination of a real-life example of a trip (we displayed a big U.S. map that tracked our trip at the booth) and a demonstration of the MyTripJournal.com Web site generated more sales of both companies' products than either company could have generated by itself. It was a win-win situation— $1 + 1 = 3$ for both of us—and we are now working together to create still more cross-marketing opportunities.

As we talked with Dan at the show, we hatched another idea, this one involving book-marketing professionals—all of you! Many of you travel promoting your books. Why not stay in touch with family, friends, and business associates using MyTripJournal.com?

The site is like a blog on steroids. It keeps all your journals, thoughts, and pictures organized by travel location. It is map-driven and very visual. All you do is click on a map location anywhere in the world to view all your information associated with that place. Its integrated email notification service allows you, with one click, to notify everyone on your email list that you have made updates so they can view the new materials at their convenience. No more clogging associates' and friends' inboxes with emails and pictures.

Where and What the Opportunities Are

Prospective partners are everywhere, and ways to cooperate are limited only by your imagination. Opportunities exist for every field and every type of product. Here are six ideas to get you started:

When you are selling your book(s) at a show in your field, look around you. You're likely to see some companies that have products and/or services complementary with yours; these companies would be great cross-marketing partners.

Scour the Internet for companies involved with the topic or topics of your book or books. Contact them, and start building relationships. Trading links is a great way to start. Once you understand each other's offerings and strategies, you will naturally come up with ways to work together.

Go to your local bookstore, book fair, and/or Amazon.com and see what books from small presses might complement yours. Contact the author or publisher (check your PMA Directory, Books in Print, the BEA catalog, or your favorite search engine for contact information) and see what potential partners are doing that might work well in terms of cross-promotion.

Form your own co-op with marketing partners and take each other's books to events. Those of us in the RV travel area have done just that. Several RV travel authors go from one show to the next during the year and take along a group of titles each time. We pay the "sponsoring author" (that's the person who's doing the traveling) 25 percent of the sale price, which covers the booth cost and other associated expenses—with a little left over for the author to pocket.

Write an article or news release that includes material on your cross-marketing partner's product or service. Submit it to publications (on- or offline) and/or PRWeb.com for distribution. You will both get leads and sales.

Remember that cross-marketing deals that involve nonbook products may be as effective or more effective than cross-marketing deals that involve books, especially if fiction is what you publish. How about selling some other company's relevant videos on your Web site, while it sells your books on its site? Many books have topics or themes that cry out for add-on products—stuffed animals for a story starring an animal; tea and teacups for a tea-ceremony book; golfing equipment for a book about golf clubs; yoga mats with yoga books. The ideas are endless!

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Build Opportunities into the Book

The best time to think about how you will cross-market a book is before it is written. While the manuscript is being created, it pays to focus on who will be most interested in the book and where you will find these people in order to sell it to them. Selected Web sites? Certain trade shows? Home and garden shows? Business conferences? Antique shows? Have a brainstorming session with colleagues and friends and see how many places you can come up with that would be possible venues for a given book. Then make sure those places, ideas, and themes appear in the book.

That's what we did. As you've seen, including just a little information about MyTripJournal.com in our book sparked a long-term productive relationship. But I haven't yet told you about the other useful mentions we included in our book. Text about the type of vehicle we traveled in provided a great opportunity for us to interact with the vehicle's manufacturer and cross-market using the manufacturer's field reps. Since it is a road-trip book, it discusses AAA services, and we have now become speakers for AAA; we educate its members about planning their road trips, promote its services, and sell our book, all at the same time.

Does this mean we have sold out to commercial interests? I don't think so. None of these companies paid us anything to mention their products. We just tell our trip-planning story as we experienced it.

Marketing is frustrating. You never really know which piece of information caused a person to buy. But we do know that people who buy our book often say they've seen it "in lots of places," and that's one reason we are glad we've built ways to reach our targeted audience by helping other companies reach theirs.

Carol White spent 35 years in the computing and telecommunications fields with Lucent and AT&T, retiring from Lucent Technologies in 1999. The co-author of Live Your Road Trip Dream, she can be reached via 888/522-TRIP (8747), carol@roadtripdream.com, and www.roadtripdream.com

For information about MyTripJournal.com and/or a one-year free subscription for authors, call Dan Parlow at 778/389-0050; email him at dparlow@mytripjournal.com; or visit www.mytripjournal.com.

What's The Big Idea?

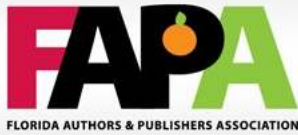
Editorial by Brian Jud

Sometimes you get to the point at which you just do not know what to do. It seems that everything you try just does not work.

What's next? Go back to the basics. Think about what got you to this point, and what you can do differently next time to avoid this situation. Evaluate your actions. Consider what else you can do now to change your book, it's price, distribution and/or promotion. Think *what*, not *how*. Look for new markets, new forms (ebooks, booklets), users and uses for your content. Do anything – except give up.



APSS Partner Profile -- FAPA



Your Resource for Publishing Success

The Florida Authors & Publishers Association, Inc., was originally organized in 1983 (then known as the Florida Publishers Group) by Betty Wright (Rainbow Books, Inc.) to provide Florida's growing group of book publishers with an opportunity for education and networking and to provide its members with a clearinghouse for publishing information. FPG became FPA (Florida Publishers Association) and began with only six members. In 2012 FPA expanded the name to FAPA (Florida Authors & Publishers Association) to include a steadily increasing number of authors within the organization.

Florida Authors & Publishers Association, Inc. (FAPA) is dedicated to providing the highest quality of information, resources, and professional development to members and others interested in the writing and publishing profession in the state of Florida. At FAPA, we believe that no member should have to go it alone in publishing. We are dedicated to helping members achieve success.

Delivering Your Talk Like a Pro By Jeff Davidson, MBA, CMC



As a published author, you may well find yourself delivering lectures and speeches. Volumes have been written on how to deliver an effective speech. The most effective speakers are those who operate without a net -- they don't read from a script or use notes. These are pros who speak for a living, have delivered their speech over and over and know exactly when to pause, when to get a laugh, and when to come on strong. Since most professionals don't speak for a living, it is advisable to prepare your notes or, if necessary, to work from a script.

I recommend jotting down a few key words on a page rather than producing a full-blown script. Each key word is generally "worth" two to five minutes of presentation time. To deliver a 30-minute speech, 10 key words on a page, each representing about three minutes of presentation time, ideally, are all the notes that you need.

If you are more comfortable with a script, then by all means have it typed in abnormally large print with plenty of spacing so that you can find your place at the lectern.

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.

Book Publicity Idea: Link Your Book to Holidays and Special Events By Scott Lorenz



One creative way to get publicity for your book is to tie it to a holiday or special event. You'll be able to reach out to the media who often need a 'reason' to showcase your book right now. Furthermore you may be able to reach your audience on a more personal level by promoting your book alongside a national holiday, theme month, or cause. There are thousands of holidays that celebrate various concepts as well as traditional holidays that can be used to market your book; you just have to find them.

There's a terrific website that is perfect for authors by providing a searchable list of national days of 'this or that' for every day of the year. I searched 'book' and found dozens of relevant days. For example November 1st is National Author's Day. Who knew? The site provides background about who started an event, when it started and just enough info for you to tie your book in to the holiday. There are plenty of examples I could enumerate but check it out and see for yourself. With so many possibilities, finding holidays that can be linked to your book will be no problem. <https://www.daysoftheyear.com/>

How do you tie your book in to a national month like Breast Cancer Awareness month? I once promoted Jackie Miles, author of *Cold Rock River*, during Bipolar Disorder Awareness Month because she was diagnosed with Bipolar Disorder. I also tied a promotion of a horse rescue group in to the Kentucky Derby, Preakness and Belmont races because the country is focused and interested in horses during that time of year. I also once got television and newspaper coverage for a dentist when we came up with a sugar-free Easter basket. We offered parents tips on how to give non sugar-filled treats over the holiday and received tremendous exposure by doing so. This would be a perfect technique for a dentist with a book as well.

I also promoted a book about sports clichés tapping into the season of each sport and the author's commentary and collection of clichés about that sport during its season. For example, we pitched sports writers about football during the time they are covering it and baseball during the summer months. I know it may sound basic but people don't want to hear about hockey in the summer so you have to tailor your pitch and timing accordingly.

In my experience, subjects such as military books and novels do very well before anniversaries of dates of military and historical events like Memorial Day, July 4th, D-Day, Pearl Harbor Day, 911 etc. Books on the topic of overcoming breast cancer will see increased sales during October due to Breast Cancer Awareness Month. Simply think about the subject matter of your book or any cause that is close to you, personally, and promote your book alongside the specific occasion, cause, or holiday. Other holidays and cause or theme months to consider include:

- January
 - New Years
 - Martin Luther King Jr. Day
 - Chinese New Year
- February
 - Black History Month
 - Groundhog Day
 - Valentine's Day
 - President's Day
 - Ash Wednesday
- March
 - Women's History Month
 - Read Across America Day
 - St. Patrick's Day

- First Day of Spring
- April
 - Autism Awareness Month
 - Parkinson's Disease Awareness Month
 - April Fools Day
 - Easter (Sunday)
 - Earth Day
- May
 - National Pet Month
 - Social Media Month
 - May Day
 - Cinco de Mayo
 - Mother's Day
 - Armed Forces Day
 - Memorial Day
- June
 - LGBT Pride Month
 - D-Day Anniversary
 - Father's Day
 - First Day of Summer
- July
 - Independence Day/ 4th of July
- August
 - Friendship Day
 - "Back to School"
- September
 - Labor Day
 - Grandparent's Day
 - Patriot Day (9/11)
 - International Day of Peace
 - First Day of Fall
- October
 - National Breast Cancer Awareness Month
 - Columbus Day
 - Sweetest Day
 - National Boss Day
 - United Nations Day
 - Halloween
- November
 - Veteran's Day
 - Thanksgiving
- December
 - Pearl Harbor Day
 - First Day of Winter
 - Christmas
 - New Year's Eve

The Bottom Line: Find a way to tie your book to special events or holidays and you'll increase your chances of getting media coverage. Members of the press are looking for unique and interesting twists on every holiday. Create the angle that will entice them to interview YOU!

Book publicist Scott Lorenz is President of Westwind Communications, a public relations and marketing firm that has a special knack for working with authors to help them get all the publicity they deserve and more. Lorenz works with bestselling authors and self-published authors promoting all types of books, whether it's their first book or their 15th book. He's handled publicity for books by CEOs, CIA Officers, Navy SEALs, Homemakers, Fitness Gurus, Doctors, Lawyers and Adventurers. His clients have been featured by Good Morning America, FOX & Friends, CNN, ABC News, New York Times, Nightline, TIME, PBS, LA Times, USA Today, Washington Post, Woman's World, & Howard Stern to name a few.

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

Tips for Tips Booklets

Paulette Ensign



The question is often posed about whether tips booklets are still in demand at all, and, if so, does print win out over downloads, or downloads instead of print. The answers to those questions depend on what you understand booklets to actually be, and how they can be used.

Tips booklets straddle the line between publishing and marketing, since this publication format can and does serve both purposes. And that is true whether the format is print or download.

From your position as the author or future author, you have expertise to share with your world, to help people improve their personal life, professional life, or both. So you publish the booklet. That same information can also help companies and associations reach more people, helping them with expertise and also with the products and services the companies and associations offer. Your booklet becomes a marketing tool for your business and for the organizations who invest in quantities of your booklet.

What stops people in their tracks is often lack of awareness. Here are three things that surface in conversations.

- A surprise that tips booklets exist at all
- The belief that only one booklet format works for a particular audience
- The many ways booklets and their content can be used

What if you learned that a corporation ordered hundreds of thousands of printed copies of a particular tips booklet to include as a gift with purchase in one of their products? Yes, that still happens. Or how about that a different smaller company sent 5000 tips booklets to their mailing list of clients and prospects as last year's holiday greeting card, with that booklet doubling as a gift? That sure distinguished the company from among the crowd in a big pile of holiday cards. And on the downloadable side of things, what about the professional trade association that loved the tips booklet about running your own small business that they gave each member for a new or renewed membership, as a bonus and a thank you?

In each of these current cases, the booklet was both a publication and a marketing tool. You can imagine that those examples barely scratch the surface of the many ways tips booklets are definitely still in demand.

ACTION - Start by writing your tips booklet if you haven't already done at least one. Think about who else can benefit from it, ideally companies and associations who will use it as a marketing tool for their products and/or services. Those large organizations will more efficiently reach the end-users you would otherwise be seeking out on a one-to-one basis. Your booklet is an ideal size and price for those groups to use so they benefit, the ultimate recipient benefits, and your company benefits. It's a three-way win! Yes, tips booklets are still in demand, so go get yours done. If you already have one done, identify who needs to know about it now and reach out to them. Letting them know about your booklet could be just the solution to a challenge they have been having, and a solution they never realized was even available.

The Hidden Power of Marketing

By Brian Jud



In my previous two articles (*Marketing Strategy Rules* and *Marketing Choreography*) I described how to create marketing strategies and then organize your actions into a functional plan. The next step on your path to book-marketing success is to do everything you planned to do.

Your preparation thus far is analogous to what tracks are to a train. They keep the train heading towards its destination but they do not propel it forward. Similarly, your strategies and plan are your GPS that keep you on track to reach your objectives, but it is up to you to perform the actions, creating the power for forward motion.

Implement a synergistic mix of actions

Synchronize your efforts so all parts of your plan -- product, pricing, distribution and promotion -- work together to enhance your results.

- **Product actions.** Publish your content in the form sought by your target readers. This could be a printed book, an ebook, a booklet or other form.
- **Pricing actions.** Based on your pricing strategy (a high, skimming price or a low, penetration price) price each product form for optimum profitability.
- **Distribution actions.** There are two basic ways to reach your target buyers; consider using both paths. One is retail. This requires a network of distributors and/or wholesalers. Submit your proposal to the potential distribution partners best suited to your target segments (bookstores, libraries, discount stores, gift shops, supermarkets). Books sold through retailers are typically returnable. The other course is selling directly to buyers in corporations, associations, schools and government agencies. Find your prospective buyers, prioritize them and begin the selling process. These sales are generally non-returnable.
- **Promotion actions.** Tailor a unique marketing approach to each segment. For example, support retail sales using a coordinated schedule of media appearances, social networking, advertising, reviews, sales promotion and other mass-marketing techniques. Non-retail selling is more targeted. Perform niche marketing with direct mail (email or snail mail), trade shows, telephone marketing and face-to-face selling.

Recognize that some promotion creates exposure of your book (media appearances, publicity) and some generate sales (direct marketing, personal selling). In addition, some have short-term impact (library tours, store events) while others are effective over the long term (social media, blogging, networking). Balance your promotion portfolio with actions that expose prospective buyers to your message with those that deliver sales over the long run.

Perform within your budget

View the money you spend on promotion as an investment, not an expense. If you spend \$X0,000 promoting your books, expect a return greater than that amount (\$XY,000). Two factors influence that return.

1. Mix free promotional actions with those that have higher out-of-pocket costs. Examples of free tools are participating in discussion groups, social media, publicity, testimonials, blogging, media appearances and niche reviews. Low-cost devices include awards, paid reviews, podcasts, sales promotion, sales literature and launch parties. Higher-cost promotional tools include your website, a trailer, utilizing the services of a publicist, participating in trade shows, media training and niche advertising. Balance your budget by including actions in each category.
2. Choose those promotional tools that give you the best return on your investment. But cost should not be the sole criterion against which you evaluate your return. From my experience, some promotional actions have a low return on the time and money expended. Examples are store events, podcasts, awards, media tours and store events. Others have a higher ROI. In this category I include sponsorships, media training, direct marketing, editing, cover design and prospecting for people who can buy in large, non-returnable quantities. Still others have a cumulative impact and are difficult to measure their ROI in the short term. These include networking, publicity, media appearances, articles and trade shows.

You may not have the time, skill or desire to perform some of these actions. If that is the case, hire people who can do certain activities for you. Utilize the expertise of people who can implement some actions for you and do the rest yourself.

Regardless of who does it, evaluate all actions to measure their impact on your goals. If some are not performing to expectations, change them. If they are having a positive impact on your sales, stay the course. How to do that? I'll show you in the fourth and final article in this series.

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

Set Objectives For Your Promotional Proposals

Guy Achtzehn

A successful promotional program starts with defining its objectives. What should be achieved, when and at what cost? From a clear and precise objective one can design and implement the best way to achieve it. Here are examples of objectives for promotional programs.

1) Keep customers loyal. Maintaining an old customer is more profitable and less expensive than attracting new customers. But true loyalty – unswerving devotion to a company or brand – is difficult to



reach and maintain. One way to address that issue is to create a program that accessible by, and valuable to, target users. This is a good strategy where customers typically use one supplier (physician, bank, realtor).

A book can be used to do that. For example, doctors in a physicians' group treating people with diabetes know that their patients believe their lives will change drastically. The physicians might give a gift to their patients who are newly diagnosed with the disease: a cookbook featuring delicious recipes for diabetics (i.e., *The Diabetic Goodie Book*). A simple hand written note on the inside cover might make patients realize that they are in good hands and are working with a doctor who is truly concerned about their health.

While this program may not generate large sales, it does highlight that a book can be used for the good of a business as well as the client, patient or employee. A program of this nature is easy to set up and does result in future orders. Other industries that can benefit from this type of promotion (with example of books they could offer) include:

CPAs offering *The Essential Guide to Federal Employment Laws* to new small-business clients.

Banks or credit unions could present *The Tuition Travesty* to parents when they open a college-tuition-savings account for their children.

Real Estate Agents might give homebuyers *About The House or Designing Your Perfect House* to their clients.

Car insurance companies or agents might gift *Licensed To Drive*, to parents of new teen drivers, or promote it as a giveaway through high school drivers education programs.

Owners of bridal shops could give *The Daughter-in-Law Rules*, as a gift to their customers looking for wedding dresses.

2) Increase your share of customer loyalty. Other companies sell products and services where customers frequently buy from more than one seller, and in small amounts (such as air travel, groceries or gas). They can win a greater share of the wallet by giving customers a reason to purchase more of their products than those of competitors.

In this case, a small chain of children's shoe stores could implement a punch-card program where every \$25 spent is worth one punch on the card. Every time a card is punched four times, the child or parent could select two books from the books available on display. A sample theme might be "Taking care of your children... From their heads to their feet."

The cost of such a program can be reduced because of the flexibility of books. This reward could be provided in an electronic format that is easily downloaded. The cost of each book is minimal, while the value remains.

3) Generate Goodwill. If a firm enjoys a good reputation among its customers and the general public, its sales and value could increase. Using a book as a promotional item can achieve goodwill as it increases revenue. For example, a local family-style restaurant chain could give away children's books to local grade schools. These books might be given to students who earn a top grade.

The Promotional Bookstore could place an insert page in each book, with a personal congratulatory note, along with a second page of coupons that the child's family could use in the restaurant. These coupons might be for a free dessert, a free meal on their birthday, free drinks for the family, or an offer to buy one meal, get a second meal at half price -- all compliments of the restaurant. It might be their way of saying "Great Job" to the hard working student. More important, the awareness of reading and earning good grades might be instilled into the local children while the restaurant benefits from local goodwill.

Companies using books as promotional items generate goodwill in another way -- by promoting safety, particularly among children. Books impart a sense of responsibility to the participants in a promotion. Books do not have the liability that other products may carry; some toys and products oriented to children may come apart or be swallowed, leading to negative publicity and legal problems. Books are safe, unbreakable and people like to buy from a socially responsible corporate company or citizen.

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

Upcoming Marketing Events

The Plan that Launched a Thousand Books

By Tara R. Alemany

Most self-published authors sell fewer than 150 copies of their books. Don't let your book become a statistic! Marketing your book doesn't have to be difficult. You just need a plan. Explore a variety of marketing strategies that you can implement yourself no matter the size of your marketing budget. This talk is loosely based on Tara's book of the same name, and will outline ideas and considerations for developing your own book marketing plan, based on proven, real-world techniques.

Dec 9, 6:00 – 7:30 pm; Register at <http://tinyurl.com/k5ajr3m>

Get a Fast Start Selling Your Books in 2015

By Brian Jud

Did you know you can start marketing your book long before it launches? In this webinar Brian Jud will show you creative, yet practical tactics to increase your book's chances of success before you publish and after it goes on sale. Early in the publishing phase, you can begin arranging sponsorships and media events, generating pre-publication sales, preparing your title for reviews and awards, building your prospect list, and more. Once your book is available for sale, the stage of perpetual promotion begins. Brian will show you innovative, low-cost, and proven marketing actions you can immediately take to sell more books.

Dec 16 6:00 pm – 7:30 pm Sign up at <http://tinyurl.com/n9cbrau>