



# 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 1, Number 21 January 2015

Here is your January 2015 issue of *The Sales Informer* ezine. We intend this to help APSS members sell more books to non-bookstore buyers. This newsletter is sent only to paid APSS members. If there were any problems with this delivery, please let me know.

### **APSS Update from the Executive Director - Brian Jud**

APSS conducted a member survey in 4Q 2014. We had a great response, and one of the suggestions was to have our 2015 Book Selling University in a different location. It was held in the Philadelphia area for the last two years. We did this because the largest concentration of APSS members is in the Northeast quarter of the country.

The second largest concentration of members is on the West coast. We are thinking about having this year's event there. One alternative would be in the San Francisco area, and another would be Southern California. A third option would be a one-day event in both areas. What are your thoughts on these ideas? Please email me at [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)

Speaking of educational events, APSS members can save 15% on registration at IBPA's Publishing University. This is a two-day, networking and educational event focused specifically on issues important to independent publishers and self-published authors. It will be held on April 10-11, 2015, at the Sheraton Austin Hotel, Austin, Texas. APSS members can register at <http://www.publishinguniversity.org/#!/register/c24vq> and **save 15%** when using Coupon Code PubU2015-APSS

APSS focuses on the non-bookstore market, and we encourage you to learn more about bookstore marketing as well through IBPA's Publishing University. I have participated in this event for most of the past 20 years, and will be speaking on special-sales marketing in Austin.

I'll see you there,  
Brian Jud  
Executive Director, APSS

### **APSS Tip for Finding Potential Non-Bookstore Buyers**

What information about customers could lead to a new product form? Once you determine who your target audience is, find out how they like to get their information. Research among college students may uncover the need for job-search information in a more user-friendly format. Instead of offering them a book, you might create a series of booklets, each devoted to one traditional job-search tactic such as writing a resume or interviewing. With a little rewriting, the booklets could easily be adapted to meet the needs of other markets, such as state unemployment offices.

# 11 Reasons Why Writing a Book is Good for Business

## By Tara R. Alemany



Have you ever wondered how to make a bigger impact than you already have? For many business professionals, time is the rate-limiting factor. You can only connect with so many people in a given number of hours. So how do you take things to the next level?

Well, there are a number of different ways. Speaking is one of them, and something I do a lot of and enjoy, but it's not for everyone. Creating videos is another. Video content is easy to share, simple to create, and has the potential to make a viral impact, but it requires some technical ability. Blogging is another means of connecting with more people with less effort, yet it requires steady website traffic.

So there's no one magic bullet. You're better off if you try to implement a mixture of all of these. But there's one more thing I'd recommend, assuming you have it in you. There's writing a book.

Not everyone is cut out to be an author. It's time-consuming, hard work and can take months or even years to pay for itself. However, for those who do take up the challenge, writing a book can be an incredibly rewarding experience. Here are some of my top reasons why I think becoming an author is good for business.

**It Clarifies Your Message.** When you're talking with a prospective client or creating content for your website, your message must be as clear and concise as possible, and it has to be framed in the context of "What's in it for them?"

Writing a book. Working with an editor. Creating a quality piece of work. All of these activities help you to clarify your message. When your message is clear, you can get straight to the point, and save everyone a lot of time and effort in making the decisions that need to be made.

**It Feels Great.** In all honesty, the first time I held my first book in my hands was an amazing experience. I've since gone on to produce 4 others, as well as to help other authors do the same, and each time the wonder of the completed product is intoxicating. If you've never done it before, you really should try it!

**It Educates Prospects.** Every business needs sales. I don't know if you're like me or not, but I hate "selling." I'd much rather that people saw the value in what I have to offer and came to me for my services... But whether you enjoy selling or not, there's one thing we all enjoy. An educated prospect.

When someone has taken the time to understand what they need and how the product or service you're selling might help, they're less likely to balk at the price, they'll be clearer on what they want, and the entire process is streamlined.

An educated prospect takes less time to get from "maybe" to "heck, yeah!" They know what they want and, if they've agreed to a conversation with you, it's likely they think you might be what they're looking for.

**It Motivates Your Clients.** You can't be there 100% of the time for your clients, at least not in person... Your book will remind them of what they need to be doing and how they need to do it when you can't be there to guide them in person. It helps them stay on track with less intervention on your part.

**It Increases Your Visibility.** Every time that your book is promoted somewhere, you are too. Marketing your book creates more visibility for you as the author, and if it's a book that's relevant to your line of work, it also creates more exposure for what you do.

**It Establishes Your Expertise.** This is one of the things that I like the most about having a book related to my target market. As readers learn from what I've written, they come to accept me as an expert. They experience the depth of knowledge I have, and begin to associate me with my chosen topic. The nice thing about that is, when they have a need that I can fulfill and the budget to go with it, they know who they're going to call first.

**It Leads to Bigger Consulting Fees.** Let's face it... As your perceived expertise grows, you can command larger consulting fees if you want. But even if you keep your prices the same, you'll be securing more clients. So either way, your consulting practice grows.

**It Enables You to Speak More Often.** Those in the speaking circuit will tell you, having a book opens up doors to speak even more. The funny thing is, it doesn't even matter if your book is good or not or whether you'll be doing back-of-room sales. Simply being able to state that you're the author of a relevant book is like charming a cobra.

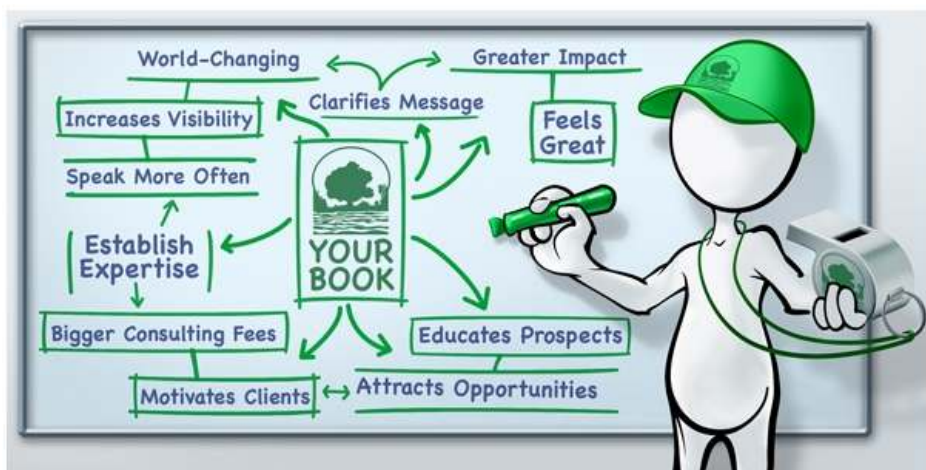
Event planners don't have the time or resources to go out, buy your book, and read it for themselves. They often don't even have the time to go check the reviews on your title. Yet given a choice between two speakers they don't know who can share the same content, they'll often go for the one that's an author. And perhaps there's some validity to it. I mean at least their message is hopefully clarified by all the time they spent in writing the book.

**It Attracts Opportunities.** All of the advantages I've mentioned so far in writing a book for your business can be lumped into this one distinct advantage. Being an author attracts opportunities. At conferences, people want to talk with you. In your industry, people want to partner with you. Your network is more likely to refer you. When someone does an internet search for what you do, they're more likely to find you. It just makes good business sense.

**It Creates a Greater Impact.** Taking advantage of the increase in opportunities and higher fees you can charge will have an impact on your bottom line. More importantly though, being an author, having a book that helps people achieve their objectives... These things allow you to impact a wider audience. And if you're a heart-centered businessperson, helping your customers get what they want and need is incredibly satisfying.

### **It's World-Changing.**

When you are positively impacting more lives, you are essentially changing the world, one reader, one client, one person at a time. With all the books that I've written and co-authored, it's the letters I get from readers whose lives have been altered by what I wrote that impact me the



most. I may have set out to make their life better, but in actuality it's their responses that make my world a better place.

It's for all of these reasons that I have decided to expand beyond just the book marketing, website design and social media training services that I have offered for years now. I'm eager to help business professionals who want to make a greater impact on the world around them achieve their goals by publishing a book. And for that reason, I have spun off Aleweb's book preparation-related services into a new hybrid publishing imprint.

So, if you're interested in exploring the possibility of writing a book to grow your business and in taking advantage of the opportunities having a book creates, I invite you check out Emerald Lake Books (<http://emeraldlakebooks.com/>) and see what we have to offer. Or contact Tara at [tara@alewebsocial.com](mailto:tara@alewebsocial.com)

## APSS Tip for Negotiating Large-Quantity Orders

Price is one area in which you may find yourself at odds with your prospect. When conflict arises, do not become argumentative, but do not let your prospect take advantage of you, either. Take the focus off price and place it on non-price issues. Focus on variables where your prospect's interests and yours have more in common. Find and agree upon the best package of product, terms and service that most increases the value for your prospect without sacrificing your needs.

## How Do Authors Break Through? By Brian Feinblum



Authors want their books to sell, to be critically praised, to influence lives, and to have their writings live beyond the author's existence. So how do authors do it, where they break through, sustain success, and lay the foundation for establishing their legacy?

There are so many reasons why one author becomes a best-seller while one languishes in the swimming pool of mediocrity. There's no exact formula for becoming a very successful writer, but there are at least the following 25 factors that I believe help determine a writer's potential to break through:

1. Talent and writing ability. At a minimum, you need to be a very good writer. That alone won't get you too far, but without that, you won't last.
2. Who publishes you can make a difference. Some authors have great success with self-publishing, but the majority of authors first establish themselves with a traditional publisher. Such a publisher sells foreign rights, earns you cache and respect, delivers better distribution, and helps shape and package your work.
3. Timing plays a key role. If your book is published at a time where people begin to appreciate your topic or style, you have a better chance of catching on. Further, you need good timing with the execution of your marketing and PR – do things way in advance of publication.
4. Subject is important. Are you writing about something that people understand, embrace, or care about?

5. The cover and title, if provocative, can help sell books and get people to pick you up. It's what's in between the covers that counts the most, but don't dismiss the notion that people "judge a book by its cover."
6. Money plays a vital role. Do you have the funds to promote, market, and advertise your book? Does money afford you the luxury of time to really write a great book? Does money help in terms of the book's packaging?
7. Luck. You can't plan on it and can't just make it happen, but the more active, creative, and risk-taking you are, the more likely you'll be able to get lucky.
8. Opportunity. When something presents itself, you need to know how to capitalize on it. Someone won't just offer you something – you have to seize a resource or a moment when you see it.
9. Your personality. Some shy writers and recluses can still make a mark on the literary world, but often a strong, outgoing, even enigmatic, humorous, quirky, or controversial personality will get people's attention. At least be likeable, if not downright eccentric and weird. People remember oddballs and things that stick out.
10. You need to be part of a group or movement, or in a position of authority. For example, lesbians, Jews, union workers and others come from small but powerful groups. Find something to align with.
11. Lean on your sphere of influence. Maybe the people you know, work with, or network with can help you expand your circle of reach.
12. You need to influence other influencers, people who have big mouths.
13. You need a champion, someone who will tirelessly, selflessly, and consistently push you on to others. Maybe you connect with someone famous or someone from the media, or maybe it's someone who is not so well known but aggressively takes every opportunity to act as your business card.
14. You need a mentor, someone who can push you and show you how to excel.
15. You need someone to make your book mandatory reading at a school.
16. You need to apply for and win awards and gain peer recognition. You may even want to sponsor an award of your own.
17. Get your book turned into a play, movie, or TV show. Books can live longer when the story is told through another medium.
18. Heavily advertise the book, not just to generate sales, but to brand your name into the subconsciousness of people.
19. Write for a big enough target demographic, otherwise the best you can hope for is to capture a significant portion of a small-sized fan base.
20. Write more than one book. Great writers don't just publish one book, and often the first book is not their masterpiece. You need a varied, sustained body of work to capture readers and build up a core of frenzied fans.

21. Connect yourself to something or someone memorable, even something negative. Some writers are remembered for being involved in tragedy, revolutions, politics, murder, addiction, etc. I'm not saying you should kill someone, but seek to be associated with powerful moments (times and places that aren't forgotten).

22. Write about something, some place, or some person that is already popular and known, but do so in a way that has a twist.

23. Marketing is vital. From securing speaking gigs, appearing at events, to direct mailings, whom you try to reach out to with calls and e-mails will make a difference.

24. PR and social media are crucial. Your PR campaign needs as many journalists, TV shows, radio programs, and Web sites to cover you in as big a way as possible. Further, the social media that you create (YouTube, Pinterest, Twitter, Facebook, LinkedIn, blog) and participate in as a guest, will impact how far you can have your message taken to the masses.

25. The theme of your message needs to be significant and touch a nerve. Are you commenting on society, politics, sex, or some other powerful industry, lifestyle or historically significant policy, event, place, or person?

## APSS Tip for Making Persuasive Sales Presentations

**Show that you understand your prospect's business and problems.** There is an axiom in selling that people do not care how much you know until they know how much you care. Your prospects are initially skeptical of your intentions, and you are just another salesperson until you demonstrate that you want to help them reach some objective and that your recommendations are based on this desire.

## Make Your Book's Sell Sheet Perfectly Clear

By Kathi Dunn, Dunn+Associates Strategic Design for Authors and Experts



The perfect time to create your book's sell sheet is the moment after your front cover is designed, while you are polishing your manuscript, getting the interior of the book designed, and making production decisions. Use it to create buzz about your book early on so you're ready to sell as soon as it's completed. Wholesalers and distributors will ask for your sell sheet to assist them in selling your book. Organizations like APSS will promote your book more easily with a professional sell sheet that clearly provides all the important details about your book on this one document.

Your sell sheet should include a quality image of your cover, which is your most important marketing tool as the packaging of your book. Additionally, include your title, author name, category, format and trim size, publication date, number of pages, price, and how it's available for purchase, as well as a brief synopsis, short bio, and any stellar reviews.

Here is an example of a sell sheet created for Karen Simmons' forthcoming book "Perfectly Clear," which she is promoting at a trade show in Israel. Because we are also promoting her as an expert on this topic, we've chosen to include a photo of Karen taken at a professional photo shoot for this specific purpose.

For over 25 years, Kathi Dunn (reputed as one of the country's top book cover designers) has created bestselling book covers and information products that authors, speakers and experts use to build their brands and businesses. Kathi is passionate about book cover design and approaches each as if it is the only book in the world. Her prestigious list of clients includes Tony Robbins, Ken Blanchard, Jack Canfield, Deepak Chopra, Mark Victor Hansen, as well as HarperCollins, Simon and Schuster, Prentice Hall, Ballantine, Hay House, Pearson, and Scholastic. Her design firm has received hundreds of awards. For a complimentary 30-minute consultation, contact [hobie@dunn-design.com](mailto:hobie@dunn-design.com).



## Ten Ways Make a Good First Impression, or Correct A Bad One, With Prospective Buyers

Brian Jud



We all want to make a good first impression when calling on a sales prospect for a large book order. An order for thousands of books could be at stake. So the pressure is on you, and that alone could cause you to make a bad first impression. But there are other reasons, and some are beyond your control. The most expeditious thing to do is to control the impression you make on buyers. But if you don't, you may be able to correct it. Here are **Ten Ways to Make the Right Impression**.

1. Understand that your words and behavior are always subject to interpretation. The buyers' initial assessments of you are the result of their assumptions, stereotypes and cues. Dress, talk and act the image you want to convey.
2. Walk in the office confidently, smiling and dressed professionally. Shake hands firmly while making eye contact.
3. Open the conversation with something important to the buyer (family photo, diploma on the "Ego Wall," etc)
4. Buyers want to work with people they trust. Develop trust initially by displaying your warmth (friendliness, respect and listening) and competence (knowledge of the person, company and industry as well as of your content and competition).
5. Buyers want to work with people who are not out for themselves. Early in the discussion demonstrate that you want to help them solve their problems, not just sell them your books.

6. Ask, don't tell. The sales presentation is not a monologue about you and your book. Get the buyers involved in the sales process by asking questions about them and their needs and problems. What keeps them awake at night?
7. Actively listen to the person speaking. Use facial expressions, posture and gestures to show that you are listening. If you do not understand a particular point, ask for clarification.
8. If you start out on the wrong foot, rectify the situation as quickly as possible. For example, if you miss a deadline on an assignment, beat the next five deadlines to register the fact that you are serious.
9. Get buyers to want to work with you because you have a role in their success. Prove that your content and proposal can help them reach their objectives better than any other promotional tool they may be considering.
10. Demonstrate your sincerity and ability. If buyers do not think you are capable of doing all you say you can, ask for a trial order and the chance to prove yourself.

Do not simply sit back and moan about not making the sale because the buyer had the wrong impression of you. Plan for each encounter so that each buyer sees you in the best possible light, his or her internal biases notwithstanding. Do these things and you may be able to correct the situation if you do not initially come across as you intend. It is never too late to make the right impression.

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

## What's The Big Idea?

Editorial by Brian Jud

There are no more excuses not to sell to special-sales buyers – Hell has frozen over!



## Standard Written Materials

By Jeff Davidson, MBA, CMC



There are standard written materials that every budding author can use to support his/her overall marketing efforts. These include a biography, news releases, articles and fact sheets. Let's take them one at a time, starting with the biography.

### **An Updated Bio**

A biography is not a resume. A resume is certainly useful for landing a new job or the preparation of proposals, but it is inappropriate for marketing.

A biography (bio) differs from a resume in that the bio is written in third person as if someone is talking about you, and it is not necessarily chronologically organized. A good bio is upbeat and lively, yet authoritative.

When and where do you use a bio? Bios should accompany any articles that you write, and may accompany any press releases about you. They certainly can be included with any other information that you send when in contact with members of the media.

Resumes are relatively boring reading. To submit a resume when a bio is called for is a strong indication to the receiving party that you are not adept at marketing.

My bio (see below) is constructed to accent my speaking service and then the books I have written. If any part of my bio is truncated when published, my most speaking credentials are still likely to get mentioned.

### **Press Releases**

Years back, I discovered the press release. Up until that time, I didn't realize that pictures and little blurbs that appeared in the paper each night about entrepreneurs, consultants and business executives were submitted by them. I actually believed that there was a roving reporter seeking out tidbits from the business and professional community!

The average person simply does not realize that the media needs them. Newspapers are constantly looking for stories and press releases that they can run to fill their pages. Looking in the papers and seeing what others had sent in made me realize that every other thing that I was doing could also be worked into a news release.

Essentially a good news release contains the five W's: who, what, where, when and why, as well as how. It is written in a cone-like fashion or, in other words, the most important information is presented first and less important information down at the bottom. The release must be easy to read and snappy – no long sentences, or it will lose the editor's attention right from the start.

### **Article Writing**

Writing an article it is not nearly as tough as most people think it is. Many publications routinely edit your material. They are more interested in receiving interesting themes and interesting concepts submitted by people with the right qualifications.

You undoubtedly have information that will be of interest to your clients and prospects. Don't make the mistake that so many others make by thinking "who would want to read something written by me." With thousands of magazines, newspapers, journals, and newsletters in print, more than one million by-line articles appear in the U.S. alone each year. A significant number of those are by first-time authors. As our society becomes more technologically sophisticated, the potential to get an article published will increase dramatically.

### **About Fact Sheets**

Fact sheets have successfully been used by people who wish to highlight a particular service in a simple, cost effective way. A fact sheet is a one page list of data about a particular topic or service you offer. The sheets can be presented in question and answer format. The fact sheet represents an important element of a media or press kit and is particularly useful for getting on radio and TV.

If all of the above sounds like a lot of work, think again. You only need to devote about four extra hours a

month over the course of a year to develop a full complement of these effective marketing tools.

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

## Authors: Check Out These 21 Fan Fiction Sites

By Scott Lorenz



**Overview:** Fan Fiction is a great way for aspiring authors to hone their craft. Amanda Hocking started out writing fan fiction and she was signed to a multimillion dollar book deal. *Fifty Shades of Grey* author E. L. James started writing fan fiction after she finished reading the Twilight saga, and hasn't stopped since. Here's a list of 21 Fan Fiction sites for authors to consider.

Ever thought about writing fan fiction? Many authors started out writing on fanfic sites. Amanda Hocking started out writing fan fiction and she was signed to a multimillion dollar book deal. *Fifty Shades of Grey* author E. L. James says "I started writing in January 2009 after I finished reading the Twilight saga, and I haven't stopped since. I discovered Fan Fiction in August 2009. Since then I have written my two fics and plan on doing at least one more. After that... who knows?" Taking a stab at fan fiction under the pen name Snowqueens Icedragon has certainly served James well. The fan fiction morphed into the Fifty Shades of Grey trilogy, which has earned the British author \$95 million, including \$5 million for the film rights.

Keep in mind that these websites translate very easily across various technologies. People will be able to read your work on a desktop, tablet, or smartphone. Review my list of these top 21 fan fiction sites and see where your work could fit in and stand out.

1. Good Reads. <http://www.goodreads.com/story/tag/fanfiction>. With over 18 million users, members of the site can share their work, about 400 of which are fan fiction. The most popular books are inspired by Twilight, Harry Potter, and Naruto.
2. FanFiction. <https://www.fanfiction.net>. FanFiction is considered to be world's largest fan fiction archive on the web. The site launched in October 1998 and currently has well over 2 million users. The most popular sections on FanFiction are Harry Potter (675,000 titles), Twilight (215,000 titles), and Lord of the Rings (51,000 titles).
3. FictionAlley. <http://www.fictionalley.org/>. Founded in 2001, the site boasts over 60,000 registered users. Also, in 2006, FictionAlley launched HarryPotterWiki, which was the first wiki to blend information about the Harry Potter book series' characters, places, magic and things, with fan theories, stories, art, vids and music.
4. Wattpad. <http://www.wattpad.com/stories/fan-fiction>. Based in Toronto, Wattpad's monthly audience is over 10 million readers. Every minute, the site connects more than 10,000 readers with a new story. Wattpad is more about fanfic driven by celebrities and comics. There are over 100,000 stories about One Direction. You can also find fanfic about Selena Gomez, Taylor Swift,

or Zac Efron.

5. Internet Archive. <http://archive.org/search.php?query=fan%20fiction>. Internet Archive is a non-profit digital library. The Internet Archive allows users to download digital material, but also to upload their own.
6. Fan Works Inc. <http://www.fanworks.org/>. This site launched in 2003 and while Twilight and Harry Potter are the most popular categories, be sure to check out fan fiction inspired by The Outsiders and Hitch-Hiker's Guide to the Galaxy.
7. Archive of Our Own. <http://archiveofourown.org/>. Archive of Our Own is a project founded and operated by the Organization for Transformative Works. It's a non-profit, non-commercial archive for fan fiction of all formats, including writings, graphic art, videos, and podcasts. Currently there are over 170,000 users.
8. Asianfanfics. <http://www.asianfanfics.com/>. Asianfanfics is mostly about Asian characters, and topics that often revolve around Asian culture. One-shot fan fiction, which is characterized as stories no longer than one chapter, is very popular on Asianfanfics, with over 35,000 stories listed in the category.
9. Tumblr. <http://www.tumblr.com/tagged/fanfic>. You can stay logged into your favorite network and search for new, fresh fan fiction; it's just a matter of using the right tag to search the posts, and finally picking up Tumblr posts you want to follow. Try searching #fanfic, #fanfiction, or any book title you're a fan of and read what Tumblr has to offer.
10. FicWad. <http://ficwad.com/>. FicWad is an archive of both fanfiction and original work, launched in 2005 and managed by K&D Lynch. The site is currently in beta stage, but you are able to read the stories even if you are not a registered user.
11. Twilighted. <http://www.twilighted.net/>. Twilighted calls itself all-inclusive, high quality Twilight fan fiction. Founded in 2008, the site already has a large following. The most popular, and arguable most interesting, category is AU-Human: stories in which all the vampires are humans.
12. Quizilla. <http://www.quizilla.com/>. Quizilla features a "stories" section chock full of fan fiction. You can also select the "read a random story!" button if you're not in the mood to sift through the site.
13. Feed Books. <http://www.feedbooks.com/userbooks/top?category=FBFNF000000&lang=en&range=week>. Feed Books features works uploaded by the site's users into its Original Books section. You can easily upload any of the 800 fanfiction pieces to a book application or an e-reader, as they are available in mobi (Kindle), epub and pdf formats.
14. SecretDraft. <http://www.secretdraft.com/category/fanfiction/>. While SecretDraft is a relatively new site, it offers a fan fiction section that is largely inspired by Doctor Who and Harry Potter. The site features a ticker of newly uploaded titles for easy browsing.
15. deviantART. <http://browse.deviantart.com/fanart/fanfiction/?order=9&q=fanfiction>. There are 176,092 deviations for fanfiction, grouped in 6 categories: drama, general fiction, horror, humor,

romance, and sci-fi. The most popular one, however is Not in Harry Potter, with quotes and words that should be included in Harry Potter books – but aren't.

16. *Harry Potter* Fan Fiction. <http://www.harrypotterfanfiction.com/>. This site is obviously for the Harry Potter fans of the literary world. Founded in 2001, this site has a large inventory with over 78,000 stories and receives over 50 million hits per month! The site's filtering options make it easy to target exactly what you're looking to read.
17. *Lord of the Rings* Fanfiction. <http://www.lotrfanfiction.com/>. With 4,936 members, this fan fiction site dedicated to Lord of the Rings offers well over 4,400 stories, which you can sift through by author, title, or category.
18. Fiction Press. <https://www.fictionpress.com/>. This is the fan fiction site for all things sci-fi and fantasy. One unique attribute of Fiction Press is that there are many dedicated communities of authors on the site who help edit and encourage the work of one another.
19. Mibba. <http://www.mibba.com/>. Mibba is a community that welcomes fan fiction and utilizes forums for help with writing and connecting with people who have similar viewpoints.
20. Sugar Quill. <http://sugarquill.net/>. This Harry Potter fan fiction site favors the Harry and Ginny love match, as well as the Weasley family in general. The site was founded in 2001 and is very well organized and easy to navigate. It also has a page of daily affirmations, lest you forget.
21. Kindle Worlds. An Amazon publishing platform that lets authors sell fan fiction based on properties like *Gossip Girl*, *Pretty Little Liars* and *Vampire Diaries*. Amazon Publishing retains the rights to the works and sets prices. There are strict parameters and limited offerings but Kindle Worlds pays fan fiction authors a royalty of 35 percent for works of at least 10,000 words, and a royalty of 20 percent on works between 5,000 and 10,000 words. The authors of the original properties also get royalties.

**Bonus: This just-in:** <http://www.archiveofourown.com>. It's a growing fanfiction archive that's almost as big as fanfiction.net and deviantart right now.

**The Bottom Line:** I encourage you to post on fan fiction sites and take your writing to the next level. Reach out to new readers, get feedback from others and fine tune your craft. You never know, it might be the start of something big!

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

## Tips for Tips Booklets

### Paulette Ensign



Imagine that you have five tips from your expertise to share with your community, your circle of followers, your audience, your market - however you refer to those people who want to learn from you more of what you know. That's all, only five tips. Not a Top Ten or 101 or any other number. Only five. You could build an entire easily do-able promotional campaign based on those five. You could also create an entire product line from those five. Are you having trouble imagining that?

Ponder these possibilities for starters.

- Drip a tip a day or a week on your mailing list, social media, or to journalists.
- Write an article based on each tip.
- Create a class (in-person, online, by phone) for each tip.
- Exchange each article with 5 different colleagues for ezines or guest blog posts.
- Audio record a lesson based on each of 5 tips.

This barely scratches the surface of what is possible with only five tips and ways to use them. Yet it could be your doorway to getting more exposure and generating more new revenue than you've done so far.

Focusing on only five tips, five promotional efforts, five products, or five of anything makes it more likely that you'll get it done and that you'll keep moving forward. It's more manageable. It's re-purposing at its finest - do it once; use it many times in many ways.

Consider what would happen by choosing five different tips of yours each calendar quarter of the year. You can balance a schedule-based service-mostly business with product development and promotional efforts, while introducing something new every three months.

Of course you can shape this any way you'd like since you get to choose. It can be fewer than five tips or more than five. While you may be tempted to immediately increase the number because you feel you can easily handle more, see how you do with using five. There is still plenty you can do in leveraging those five. As you feel more comfortable with recycling the five tips in different ways, your consistency may even surprise you. Staying at that pace for awhile is likely to bring you greater results than increasing any part of the process. There will be plenty of time to adjust the numbers later, if it's even warranted at all. Five might be the magic number that has you moving along at a pace that's so easy, you hardly have to think about it.

**ACTION** - Choose and write your first five tips. Then decide five ways you'd like to use them. Going at this one step at a time increases your chances of success regardless of how you define success. You can do audio if you're comfortable doing audio. Maybe you'd rather do video instead. Or maybe a different format came to mind that is more inviting to you than anything mentioned in this article at all. Do what appeals most to you, as long as you do it.

# Book Cover Finishings

## Setting Your Book Apart From the Competition

By Sandy Gould, Color House Graphics



Don't judge a book by its cover. Does anybody actually follow that rule when browsing for a new book?

In the world of print books, you only have a few quick seconds to impress potential readers. You ultimately want to stand out apart from the crowd (or in this case, the other books on the shelf) and grab the reader's attention. With a great cover design and the right finishing touches, that goal becomes much more reachable.

At Color House Graphics (CHG), we offer a variety of finishing options that can take your printed book from ordinary to extraordinary. We're here to help you through every step of the way, including creating a book cover that is attention grabbing. To do that, we've outlined some of our services offered that would help you enhance your book cover.

### Foil Stamping

Foil stamping is a traditional cover decoration that can be added to hardcover or softcover books. The process involves making a custom metal die, heating the die and then pressing an impression into the cover material. Foil stamping can add shimmer and texture to highlight specific text or images on your cover. This process can also be combined with embossing to create a more striking 3D image.

### Embossing and Debossing.

Embossing and debossing are two techniques used to imprint impressed or depressed images onto paper. Embossing is a raised design - a logo or other graphic image, for example - that is pressed into paper or card stock from underneath. The raised area can have ink applied to it, foil applied or it can be left unprinted/unfoiled. When an emboss is not printed or foil stamped it is referred to as a blind emboss.

Debossing is the opposite of embossing. With debossing, the imprinted design causes depressions in the material, leaving a depressed (debossed) imprint of the image of the paper. Both embossing and debossing can be used in combination with offset printing or foil stamping to add depth and impact to a design. Dies can be sculpted as a single-level, multilevel, sculptured or with beveled edges to create striking, multi-dimensional designs.

### Dull/Gloss

To achieve a dull or gloss look on the book cover, a layflat gloss film lamination is applied to the cover or dust jacket and then a matte over-coating is applied on press to the areas of the cover that are intended to have a matte finish. CHG applies the matte over-coating on an offset printing press, giving us the ability to achieve very tight registration. This treatment does not work for all cover designs but can be a very effective way to highlight a particular title or image within the printed piece.

When considering these cover embellishments, it is important to carefully evaluate the appropriateness and value that each of these might bring. For example, if your book is going to be primarily sold online, investing in cover embellishments may not be best for you. But if your book will be sold in retail stores where buyers will be engaged by seeing and touching your book, these could add great value.

Sandy Gould is a Sales Representative at Color House Graphics and may be reached at 800.454.1916, ext. 242 or [sandy@colorhousegraphics.com](mailto:sandy@colorhousegraphics.com)

## Why a Company Might Use A Book As A Marketing Tool

### Guy Achtzehn



There are many other reasons why a book makes the ultimate promotional product. Some of these are highlighted below.

**Effectiveness.** With media fragmentation, consumers are less loyal to mass media. With the saturation of ad messages, books as promotional products can be more effective for reaching people with that message when they are more receptive.

**High touch.** Unlike TV or radio advertising, a book provides a tangible medium for repeatedly communicating an ad message. Books can be targeted for an entire family – or to individuals at any age in the family.

**Durability.** Books are not easily damaged which makes it more likely to be given to others to read, further extending the reach of the message. And they “rarely” malfunction.

**Longevity.** Because of their durability, books - as well as your prospects' ad messages -- are permanent. The message is tangible and long-lasting – not like food. There is no loss of quality over the years (apparel fades, glass breaks, carry-on bags can rip) and books could actually appreciate over time and become a collector's item

**Consumer engagement.** Readers get involved with their book for the entire time it takes them to read it. This is important for relationship building....Being user friendly!

**ROI.** If you give out 1000 books you get at least 1000 known impressions. With pass-along readership the reach of the message is multiplied. Books are cost effective, offering better reach with a lower cost per impression.

**Creativity.** With the wide variety of titles available through The Promotional Bookstore you can easily customize a campaign for your prospects using a book as the centerpiece.

**Strategy.** Books can create and solidify your prospect's brand image and create customer interaction, further extending the impact of your prospect's positioning statement.

**Reinforcement.** If a book is used as a premium it can be easily integrated with traditional media. This creates synergy and multiple impressions.

Books provide a versatile, profitable and effective promotional item you can use to reach your customers' objectives. You can customize books to individuals or groups, and The Promotional Bookstore will help you. The next time your prospects are looking for a promotional product, tell them to book it.

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

## APSS Partner Profile -- BPNW



Book Publishers Northwest, better known as BPNW, is an all-volunteer, not-for-profit trade organization for publishers located in the NW corner of the United States. BPNW is a regional affiliate of the Independent Book Publishers Association (IBPA). We meet in the Puget Sound area, most frequently in Seattle. Our membership dues are used to pay for our meeting space, reimburse speakers at our free educational events, and display our members' books online and at Pacific Northwest Booksellers Trade Show, among other activities.

Membership application forms can be found at the bottom of our free newsletter each month. We encourage prospective members to sign up for the free newsletter first to learn more about the organization and to determine whether it will be helpful for them. Learn more about BPNW at <http://bookpublishersnw.com/>

## Upcoming Marketing Events



### **Your Personal Brand is as Important as Your Book** **By Carol McManus**

Publishers and Readers are rightfully enamored with the title and contents of your book, but to really gain traction and notoriety, you must also develop and nurture your personal brand. This interactive session will answer questions about what it is, how to do it, where to promote, and why it's important. Start thinking now about who you are and who you want to be known as while your writing career blossoms.

Thursday, Feb 5, 6:00 – 7:30 pm Eastern Time

Register here: <http://tinyurl.com/owkzuy9>



### **IngramSpark 101: The ABC's of Publishing Independently with the Platform**

Robin Cutler, Senior Manager Independent Publishing, Ingram Content Group Inc.

In this 101 session, learn how you can publish print and digital content economically and with ease using IngramSpark, all while taking advantage of Ingram's comprehensive distribution reach. This webinar will review the ins and outs of the platform, what it costs (and what you get for your money) and how Ingram makes books available globally to booksellers worldwide on behalf of publishers.

Wednesday, Feb 18, 6:00 – 7:30 pm Eastern time

Register at: <http://tinyurl.com/qht8vnw>