



# 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 11, Number 31 November 2015

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

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



**Association of Publishers  
for Special Sales**

#### **We negotiated a new benefit only for APSS members: discounts from *Foreword Reviews***

1) A free one-year subscription to *Foreword Reviews* quarterly print magazine (\$19.95 value). To subscribe with this offer go to [www.forewordreviews.com](http://www.forewordreviews.com) and subscribe using this code at checkout: **forewordgiftapss** It is only good for US subscriptions.

2) A discount of \$70 off a Skyscraper ad (Reg. \$280 for 7,000 impressions) or \$35 off Square ad (Reg. \$175 for 7,000 impressions) on Foreword's high traffic website [www.forewordreviews.com](http://www.forewordreviews.com). With over a quarter million visitors to our website yearly,

ForewordReviews.com is the perfect place to connect with the audience you're looking to connect with. At checkout use code **apss70** for Skyscraper or **apss35** for Square ad. Order here:

<https://publishers.forewordreviews.com/advertising/#service-advertise-website>

3) Authors of books that have already been published or were not previously selected by the editors of *Foreword Reviews* magazine are eligible for a fee-based review service called Foreword's Clarion Review. APSS members will receive a 15% discount off the regular rate of \$499 when they use the code **fcr4apss**. Order here: <https://publishers.forewordreviews.com/reviews/>

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

Informal research may show that Spanish-speaking Americans are spending time and money translating information on your topic. If so, a Spanish translation of the job-search book might provide the opportunity to sell many copies to an entirely new market segment.

### Top 10 Reasons Why Books Make Great Gifts

**By Arlene Miller**



The holidays are upon us, and once again you are stumped. What do you get someone who apparently has everything? Or at least has the money to buy everything? What do you buy someone you don't know so well? Books, that's what! Why? Here are some great reasons:

1. Books are easy to get. You can get them in a store or online and you can have them delivered anywhere. You can even mail them book rate and save some money.
2. Books are easy to wrap! No weird shapes! That helps people who wrap the way I do! They also fit nicely in gift bags.
3. Books come in a huge variety of prices from the very inexpensive on up.
4. You can buy books for any age recipient, from an infant to a senior — and you can generally tell, or find out, the ages the book was intended for.
5. You can buy books for any gender of recipient.
6. Everyone is interested in something, and there is always a book for that “something.” If you don't know what that something is, there are always bestsellers that interest most everyone.
7. Books keep on giving. If you like a book, you can then share it with someone else, who can then share it with someone else. Then, you can donate it.
8. Books are entertaining. Books can take you into a new world — if even for just a little while.
9. Books are very portable. Especially ebooks. They travel well and fill time well.
10. Books are educational!

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Arlene Miller

"The Grammar Diva" at [bigwords101.com](http://bigwords101.com): Grammar books, blog, presentations, and workshops

## APSS Tip for Negotiating Large-Quantity Orders

Perhaps the most important thing you bring to a negotiation is an objective, outside perspective. Buyers are laden with corporate tradition, the way things are done around here. This traps them into tunnel vision, and you become a welcome consultant with a new approach to solving their problem.

## What Writers & Hamsters Have In Common

By Brian Feinblum



Authors are creatures of habit and consistency. They are curious and willing to explore new things but they don't often go out of their comfort zone. So what do authors do when their entire world shifts and they have to start anew?

I was lunching with a former high-level publishing executive last week when he told me his briefcase was stolen. It contained a manuscript that he was editing for someone. He never recovered it.

Thought the manuscript wasn't lost, his work was. For some writers, their work gets lost or stolen. Computers crash, files get corrupted, laptops get pilfered. Fires, floods, and calamities don't

discriminate either. Bad things happen to good writers.

How do they start over?

If you recall watching *The Brady Bunch*, classic family television fare about two single parents coming together with their six kids, there was an episode where the dad, Mr. Brady, an architect (who by the way failed to design a house that improves upon three people sharing a room) worked hard to create design plans for a client, but lost his plans when one of his kids mistook them for a poster at an amusement park. Mr. Brady couldn't imagine how he'd meet his deadline and recreate his masterpiece but he ended up putting together an even better design the second time around.

It may seem frustrating, demoralizing, and impossible to create what was done and then lost, but many writers use the loss to drive them to excel beyond their perceived limits. No one wants their work to go missing, but should it happen, writers dig down deep and craft their best work.

Writers will fall into depression from time to time, but then they have an awakening, and start to get used to the new landscape before them.

On a small level, I saw this happen with our newly purchased pet, one I never thought I'd get – a hamster.

Chip, a four-week old hamster, came into our house via Petco. When he first entered his little home, he was frightened. Everything was new to him – from the surrounding sights and sounds to his food bowl and sleeping area. He was the writer who lost his work, who had to start over and find a comfort level in his new situation.

I was the writer, too, dealing with my home's new landscape. The terrain was disturbed and forever changed. I too was transitioning, having my small world altered, though granted, Chip underwent the greatest transformation of all.

Maybe the analogy between hamster and writer doesn't end there. I noticed how he explored every inch of his new world and interpreted it to meet his needs. He had no manual or mommy to explain things to him. He was on his own, in uncharted territory. Writers sniff out and nibble at the world they are thrust in, too, seeking to define and make sense of all that happens to them.

I've had many pets over the years – turtles, fish, rabbits, parakeets, cat (for six weeks), and dogs. But now I have a hamster. He'll help me re-write a chapter in my life as he writes his own world in my home.

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

## APSS Tip for Making Persuasive Sales Presentations

**Stress for Success.** When in a tense situation, such as making a sales presentation to a corporate buyer, it's better to deal with your nervousness by telling yourself "I am excited" instead of "I am calm." According to the *Wall Street Journal* (Saturday, May 16, p C3), "With this one change in mindset, the speakers had transformed their anxiety into energy that helped them perform under pressure."

## APSS Partner Spotlight – Midwest Book Publishers' Roundtable



MBPR provides networking and professional development for our region's established publishers as well as the many vendors and independent contractors that work with them. Among these companies are multi-national children's book publishers, prestigious literary presses, textbook publishers, distributors of independent presses, some of the nation's largest independent

publishers of religious and mind-body-spirit books, historical society and university presses, publishers of nationally bestselling recovery and self-help books, and many others. Our members represent the lion's share of the employer-publishers within the state of Minnesota.

MBPR's goals are:

- To establish a means by which those engaged in book publishing may assist one another through the exchange of ideas and experience
- To promote the spirit of good fellowship and friendly cooperation among its members
- To promote the highest standards of craftsmanship and integrity in book publishing
- To promote further understanding between all the related professions and trades concerned with the publishing industry

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For information on MBPR visit <http://www.publishersroundtable.org/home>

## Eight Steps to Getting an Agent

### By Michael Larsen



1. **Find a salable idea.**
2. **Write your proposal or manuscript.** The only time to contact agents is when you have something ready to sell.
3. **Research potential agents online and off.** Use the submission guidelines on their websites, which may have more up-to-date information than directories, to learn what they're looking for and how to submit to them.

4. **Write an irresistible one-page query letter.** Then email it to up to fifteen agents simultaneously, but don't include the list of agents as recipients in an email. If you want to approach thirty agents, write to fifteen at a time. You may receive feedback that will enable you to strengthen your query letter or your work.

Get feedback on the letter, and have someone proofread it before you send it. Query by email, unless an agent prefers mail. If you're mailing your query, include a stamped-self-addressed #10 business envelope (SASE) for a response to be sure to receive a response.

5. **Follow the submission guidelines of the agents you contact.** Don't call or email to see if your work arrived or when you will get a response. Established agents receive thousands of submissions a year and don't keep a log. Make a note on your calendar or your copy of your query letter of when the agents' guidelines say you will hear from them and call or email them if you don't. If it's important for you to know that snail mail arrived, send it certified or get a return receipt. If you're mailing your work, and you don't need the material back, include a #10 business envelope SASE for a response.
6. **Meet interested agents to test the chemistry for your working marriage.** Look at the challenge

of finding and keeping an agent as creating and sustaining a marriage that has personal and professional aspects to it.

7. **Read the agent's agreement.** Make sure you'll feel comfortable signing it, and feel free to ask questions about it.
8. **Choose the best agent for you.** The criteria: passion, personality and experience.

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Contact Michael through the Larsen-Pomada Literary Agents / [larsenpomada.com](http://larsenpomada.com) / [larsenpoma@aol.com](mailto:larsenpoma@aol.com)

## Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Consider the word “discoverability.” How will people find your book? In a retail store, your book is one of many purchase options. People make an immediate comparison of your product (content, price, value). In corporate sales, you bring your content to the attention of buyers one at a time. Then their focus is only on your book.

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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

## Understanding the UPS and FedEx Small Package Rate Increases

By Keith Korhely



Every year small package carriers FedEx and UPS evaluate their shipping rates and make adjustments that can have a substantial effect on you and your business. The UPS rate increases will be effective December 28, 2015, while the new FedEx rates take effect on January 4, 2016. As always, how much more expensive your particular small package shipments will be in the new year largely

depends on many factors, including shipment volumes, sizes, weights, and modes.

### Here are some quick facts:

- FedEx Express package rates are increasing an average of 4.9% for U.S., U.S export, and U.S. import services.
- UPS Air and International package rates are increasing an average of 5.2%.
- FedEx Ground and FedEx Home Delivery rates are increasing an average of 4.9%.
- UPS Ground rates are increasing an average of 4.9%.

The important takeaway when thinking about your shipping expenses in 2016 is that the announced average increases paint an inaccurate picture of the true impact these new rates could have on your business. The small package shipping experts at PartnerShip® have dug into the details and analyzed the new rate tables to assess the true impact to shippers and help you make sense of these changes. Learn more about how the 2016 rate increases will affect your shipping costs by downloading the free white paper at [PartnerShip.com/RateIncrease](http://PartnerShip.com/RateIncrease).



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This tip is brought to you by PartnerShip, the company that manages the APSS Shipping Program. For more information or to enroll, visit [PartnerShip.com/APSS](http://PartnerShip.com/APSS), email [sales@PartnerShip.com](mailto:sales@PartnerShip.com), or call 800-599-2902

## How to Make Better Sales Presentations

By Brian Jud



If you expect businesspeople to spend tens of thousands of dollars to buy your books, hire you as a spokesperson and open the door for a long-term relationship with recurring revenue then you will probably have to make at least one formal presentation. Perhaps more if the negotiations take place over a period of time with multiple decision makers.

Many publishers and authors are not comfortable speaking before a group of people, or even attempting to persuade one person. The discussion below will help you get over your qualms, or at least be able to control them.

The best sales presentations are simply conversations among professionals seeking a mutually profitable completion. They are not nerve-racking events in which adversaries meet to overwhelm the other side and win at all costs. You are dealing with professional businesspeople that want to make the best decision for their company. They have asked you to come to their office and describe your proposal because they realize the potential of your proposition.

Your objective is to inform them of the benefits of your proposal and persuade them to place the order. There are certain dynamics of these conversations of which you should be aware. Some are predictable and controllable. Others are spontaneous, requiring a response on the spot. In the following pages you will discover simple techniques to prepare and make a persuasive, successful sales presentation and enjoy the process.

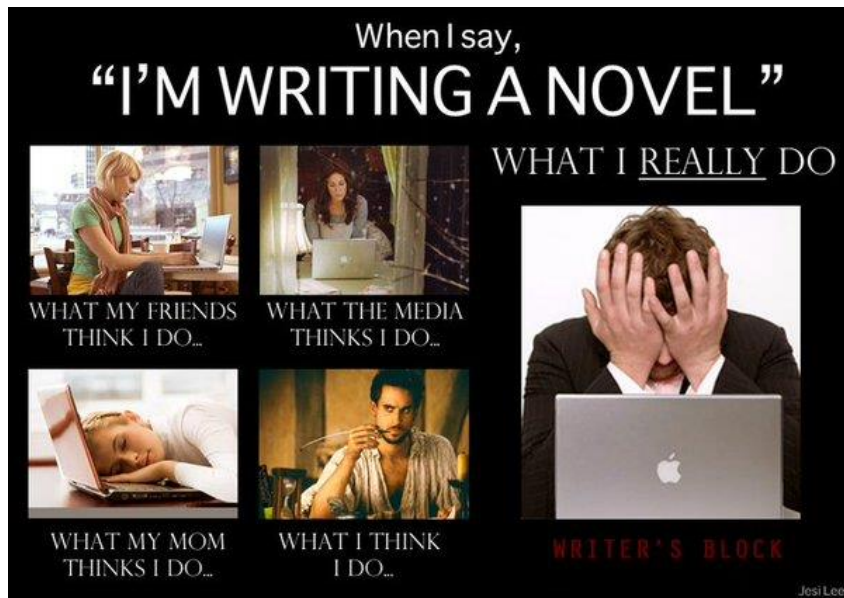
There are three parts to making this happen. Part One is Preparation in which you organize all the data you will need to present your proposal to the right people. Part Two is Content. Here you create the words you will use to make your case using the right terminology, benefits and buzzwords. The third part is Delivery, the best ways to present your script vocally and visually.

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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



**Translated Into 20 Languages! Self-published Authors Are Selling Foreign Rights -- Just Like the Big Publishers**  
**By Elliott Katz**



The big traditional publishers often promote their books by highlighting the number of languages the books has been translated into. With the global publishing marketplace easier to access than ever, self-published authors are selling foreign rights to grow their audience around the world and promote the number of foreign rights sales to increase sales at home - just like the big publishers.

When I wrote [Being the Strong Man a Woman Wants: Timeless Wisdom on Being a Man](#), I intended it for North American men who, like me, were bewildered by the confusing messages they heard about what it means to be a man. The book's goal was to share insights that many men weren't taught about the importance of showing leadership and taking responsibility in their marriages and families - traits that women told me they love and respect in a man.

At first, I hadn't thought of trying to sell foreign rights. I thought men in other cultures were different and weren't as confused as we were. But when I received emails from publishers in Mexico and Poland interested in the book, I realized that while cultures may be different, human nature is similar. There were men in other countries who were just as bewildered.

When someone now asks: what's the goal of my book? I reply, "Changing the world -- the whole world, one man at a time." Being able to access the global publishing marketplace makes it possible to reach parts of the world that doesn't read English.

So far, foreign rights have been sold to publishers in more than 20 countries in Europe, Asia, Latin America and Africa. I've received emails from readers in many countries saying how the book is making a difference in their marriages and families.

#### **Here's what I did:**

Prepared an exciting email about the book. I included a summary, reviews, endorsements, and links to the book's web site and media coverage.

Researched foreign markets: In many countries there are foreign rights agents who specialize in selling books from other countries to publishers in their own country. Good agents know the publishers in their markets. Agents work on commission of the advance and royalties the book earns.

To find foreign agents, I Googled "foreign rights agents." The results included publishers and literary agents' web pages with names and contact information of their foreign rights agents.

Sent the email. When I received a positive response, I sent the book with copies of reviews and other media coverage. When there was a new rights sale or media review, I shared it with them.

Offers. The foreign rights contracts I received granted the publisher only the right to publish the book in their language. All other rights are retained by the author. I learned that a common approach to negotiating an advance is to ask for the royalties for the first printing. To calculate this, the offer includes the number of copies in the first printing, the planned retail price and royalty rate.

As I sold foreign rights, I kept promoting it in the book's publicity - just like the big publishers.

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Elliott Katz is the author of [Being the Strong Man a Woman Wants: Timeless Wisdom on Being a Man](#) translated into more than 20 languages.



## A Writer's Guide to White Noise Alternatives

By Jeff Davidson, MBA, CMC



Having trouble concentrating on your writing because of background noise? By now you've heard about the benefits of white noise, that gentle humming sound in the background that masks other sounds which might be intrusive while you work or seek to relax. Several web sites enable you to benefit from white noise at your convenience.

[www.Noisli.com](http://www.Noisli.com) offers a wide variety of sound backdrops that you can mix and match together to achieve a combination that "sounds right" for you. If you want to hear the sound of wind, birds, a rippling brook, or a crackling fire, it's your option. If you want to relax, get more focus, feel energized, or simply pass the time, Noisli offers you the capability to find that perfect sound. It even allows you to combine sounds for your own special combination.

[www.MyNoise.net](http://www.MyNoise.net) presents a variety of soundscapes that enable you to block sound, meditate, feel uplifted, and even improve your health. Based on detailed research, MyNoise.net automatically calibrates itself to both your hearing and the speakers connected to your system.

[www.Coffitivity.com](http://www.Coffitivity.com) takes an innovative approach to soundscapes: it re-creates the buzz and hum of a coffee shop – many people find that to be conducive to productivity. You can choose a morning murmur or a lunchtime buzz depending on how you feel. Students, or those who feel scholarly, can choose "university undertones." In any case, you can find a soundscape it's right for you.

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

## Tips for Tips Booklets

Paulette Ensign



You rarely fully learn something the first time you're introduced to it. The same is true for people coming to you for your expertise. Whatever concern you have about repeating the information you are teaching is not only unfounded; the concern is counterproductive to what you intend to accomplish of helping people improve their life in some way.

Think of the times your parent taught you something (or attempted to teach you something!), and a teacher at school or someone else's parent or a classmate or a neighbor or anyone else in your world taught you the same thing. Maybe they said it a little differently. Or maybe you were more open to it because of the relationship you had with them. Or you were more rested one day than another, or any one of an endless number of variables.

The fact is that it took multiple exposures to basically the same information before it got into your head. The first approach might have paved the way without your realizing it, and the next approaches made it through to your mind to find its home. That is the learning process.

The same is true when you are sharing your bite size brilliance, your knowledge, your expertise, your

experience. The people who want to learn from you need to have multiple exposures to your information and those exposures often need to be in different formats at different times at different paces.

Starting with your most basic concepts in the smallest measures, the tips booklet delivery format is ideal for that. The manuscript of tips allows you to take individual how-to's and repeat them in writing, through listening, as a video, delivered online or offline, imprint the information on products, and introduce them in whatever ways you can discover that ultimately work for you and your students.

You then have the option of changing the presentation, making it longer, putting it in different contexts, and keeping the message out there to reinforce the learning process.

Notice how the same advertising commercials are repeated on television, often for weeks on end, sometimes repeated immediately one after the other. While you may find the experience annoying, the advertiser knows it takes many exposures for the audience to even notice much less pay attention to and absorb the contents of the advertisement, and then take action. Although those repetitions can become irritating, they also accomplish the goal of being noticed and ultimately making sales immediately or at some point in the future.

Repeating your information provides opportunities for your audience to learn from you in ways and at times they are ready to learn.

**ACTION** - Review your overall plan of how you deliver your information and determine how you can increase the necessity to repeat your teaching in various ways in your products and your presentations. Mixing it up in different delivery styles makes it more interesting for your clients and students, and for you!

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

## What's the Most Important Part of a Book Proposal?

By Patricia Fry



Most authors, as they strain and stress through the development of their book proposal, will wonder, *Where should I put the most effort? What is the most important part of this darn thing? What aspect of it will impress a publisher most? These are valid questions and concerns. But you should also be asking, What do I need to know in order to produce a successful book?*

As I wrote my second major book on how to write a successful book proposal, these questions were foremost on my mind, because I know they are (or should be) foremost on yours. But the answer isn't all that straightforward. Just as there is no simple response to the question, "What's the best way to publish a book?" or "What's the best way to promote a book?" the answer depends on the project and the author.

Yes, it's all on you. I stress that you—the author—must consider yourself the CEO of your book

from start to finish and beyond. Sure there's help, but it's still up to you to find it, digest it, and make decisions based on what's right for you and for your project.

So what is the most important part of a book proposal? Which section is most instrumental in swaying an agent or publisher? Which aspect of the book proposal will help the author experience publishing success? It depends. Not the answer you wanted, is it? But if you hang with me, you might discover the keys to your particular, specific, and personal publishing success.

First, the fact that you're interested in writing a book proposal is an excellent step in the right direction. The book proposal is to an author what a business plan is to an entrepreneur. And it's just as important. But you already know that. And there may be a section in your book proposal that is more critical or significant than the others, but it may not be the same for all authors and it might not even be what you think it is. Here's a concept I want you to embrace.

If you are developing a book proposal for a publisher, keep in mind that he is most interested in his bottom line.

He wants you to demonstrate, through your proposal, the elements that might ensure the success of your book. He wants you to show him the money—or to show him where it's going to come from. What makes your book a potential success? And don't waste his time with your wishful thinking and guesstimations. This is where your power as the CEO of your book should be evident through stringent research, accurate statistics, and smart decisions. You need to make a case for your book in a way that will be meaningful to that particular publisher.

For example, if this is the first book of its kind and you can prove that it is wanted/needed by a specific group of people, you may get his attention through the market analysis section of your book proposal. That might be the strongest section of your proposal.

Perhaps you are a professional in the topic of your book—you have a huge following both through social media and personally throughout the US (or world). Then your platform will be the standout in your book proposal. Just be sure to embellish it with a concrete promotional plan—don't leave anything to the publisher's imagination.

If you're a first-time novelist, the focus may be in the storyline. You need to strut your stuff in the synopsis, but I'd urge you to also do a whole lot of homework when it comes to marketing. Since you don't have a built-in audience who knows you as an author, it's important that you wow the publisher with your knowledge of the publishing industry and what it takes to market a book. Again, be specific—no rambling about promotional possibilities. Research the best way to market a book in your genre, hone your skills in these areas, even practice these skills before completing your book proposal and bring the results to the table when you approach the publisher.

I always recommend that an author write a book proposal before writing the book. If you don't plan to approach a publisher, that's even more reason to devise a book proposal. Remember, you are the CEO of your book. The book proposal will help you to determine if you have a book at all, who the primary and secondary audiences are, the best way to market a book of this type and some of the things you need to do to prepare. And it will help you to write the right book for the right audience.

Do you want your book to go viral in the world of publishing? Then take charge. You are the only one who can make it happen.

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Patricia Fry is the author of 53 books, several of them are for authors. Her latest book, touted as “valuable,” “a must read,” and “substantial,” is *Propose Your Book, How to Craft Persuasive Proposals for Nonfiction, Fiction, and Children’s Books* (Allworth Press). This book features chapters specifically for memoirists, novelists and authors of self-help, travel, cookbooks, how-tos and more. <http://www.amazon.com/Propose-Your-Book-Persuasive-Nonfiction/dp/1621534677> Learn more about Patricia here: [www.matilijapress.com](http://www.matilijapress.com) and [www.patriciafry.com](http://www.patriciafry.com). Visit her publishing blog here: [www.matilijapress.com/publishingblog](http://www.matilijapress.com/publishingblog)

## News From APSS Partner Organizations

### MIDWEST BOOK AWARDS: CALL FOR ENTRIES

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

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

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

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

## Upcoming Marketing Events

### Worldbuilding for Writers

By Sandra Stewart

Are you working on a story that just doesn’t feel full enough? Award-winning author Sandra Stewart will show you how to bring depth to your story by answering questions on culture, science and technology, economics, and more. Whether the world you’re writing about is real or imagined, you’ll learn how to make it come to life and fully engage your audience.

Wed, Dec 9 7:00 PM - 8:30 PM EST

Register at <http://tinyurl.com/q3zhnmc>