



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 4, Issue 1, Number 33 January 2016

Here is your January 2016 issue of *The Sales Informer* ezine. We intend this to help APSS members sell more books to non-bookstore buyers. This newsletter is sent only to paid APSS members. If there were any problems with this delivery, please let me know.

APSS Update from the Executive Director - Brian Jud



Association of Publishers
for Special Sales

See a 5-min description of special-sales (non-bookstore) marketing at
www.bookapss.org/SpecialSalesDescription.wmv

See a brief video about how you can benefit by joining APSS at
www.bookapss.org/2016APSSmemberbenefits.wmv

APSS Tip for Finding Potential Non-Bookstore Buyers

Want to find out what stores and libraries are carrying your book? Go to <https://books.google.com/> and enter your name. Then click on your title, then "Find in a library." A list of the libraries carrying your book appears. For a list of contact information at public libraries in the US go to www.publiclibraries.com

Top Ten List By APSS

Ten Steps in Market Segmentation Strategy

1. Define your micromarkets in three groups: consumers, retail, non-retail
2. Define sub-segments in each (i.e., non-retail = corporations, associations, schools)
3. What drives customers purchases in each?
4. Determine their size, growth potential and abnormalities (i.e., seasonality): Build a picture of future opportunity, not the historical reality
5. Analyze purchasing policies: established distribution channels, payment periods
6. Search for potential buyers in each
7. Qualify prospects according to their fit with your resources
8. Prioritize prospects (A, B and C priority based on size, need)

9. Implement resources appropriately: Align marketing/sales coverage with opportunity
Develop a sales strategy and series of “plays” for buyers in each micromarket

APSS Tip for Negotiating Large-Quantity Orders

People buy a product because they 1) understand the benefits of obtaining it, and 2) they feel they have reached their conclusion without being manipulated. Buyers want to be part of the process of solving their problems, and they do not want solutions imposed upon them.

Goal-Setting Tools For Authors Sandra Beckwith



Thanks to a regular habit of setting goals and creating a plan that will help me reach them, I have been able to consistently increase my income while working on projects I enjoy.

I often share information here on [how to set and stick to goals](#), but this year, I'd like to offer a few tools that will help you do exactly that. Sometimes, a tool that either walks you through the process or helps you do a piece of it is exactly what you need to finally take action. The first three are true goal-setting tools — they help you figure out your goals. The rest help you maintain the activity that will help you reach those goals.

1. Passion Planner

I learned about the [Passion Planner](#) from a friend who contributed to its Kickstarter campaign and I'm hooked. This tool helps you dream big (or small, if that's what you're comfortable with), identify the steps you need to make that dream come true, and get those steps into your calendar so you schedule time to make them happen.

The eight steps in the system start with making a wishlist and prioritizing to setting dates and working at it. You can download the entire product in PDF form for free if you share information about it on social media ([the site](#) outlines the specifics).

If you decide to purchase the printed version, please provide my email address in the referral box on the order form so I get credit — with three referrals, I'll receive a free printed planner. My email address is sbATbuildbookbuzz.com (*thank you to anyone who does this*).

2. Create Your Shining Year planners and goal books

Leonie Dawson has created a couple of versions of [this workbook](#) that has completely transformed how I approach goal-setting (please note: that's an affiliate link). There's a “Life Goals Workbook” and a “Business Goals Workbook;” I use the latter. Both are available as printed products or digital downloads.

One of the key pieces for me from this system has been reviewing the current year's accomplishments before looking ahead to the next year. This provides an important attitude adjustment because I sometimes end the year frustrated or disappointed because I didn't do everything I wanted to do. Reminding myself of what I *did* do gives me important perspective. The [information page](#) for these products is beautiful, but busy. I recommend skipping all the chatter and clicking on any “order now” button to get a clear and distinct product list.

3. Goals on Track

[Goals on Track](#) is both an online tool and smartphone app that helps you create the right goals from the start, create an action plan, track your time and actions, and stick to the process (please note: that's an affiliate link).

For your first step, [start on the website](#) and use the pop up window to subscribe to the free newsletter. That will give you access to a free, downloadable goal-setting template that's based on widely accepted best practices. I use it; it's really helpful. Subscribing to the newsletter also gives you access to other free, relevant, downloadable resources.

There is a free, 30-day product trial available, but you have to provide credit card information to get it. The trial will give you access to both the web-based tools and the smartphone app.

4. Goal-buddy.com

[Goal-buddy.com](#), a free online tool, prompts you to take seven steps to identify your goal and make it happen. It even lets you schedule email or text reminders so you stay with it.

The site also offers goal templates, but the selection is so limited that you might want to use that option to create your own templates.

5. Way of Life app

The free [Way of Life app](#) helps you change your habits so you're using your time to achieve your goals. Set your goals, get reminders, and track how often you do what you're supposed to do to reach those goals.

For example, imagine you've created the goal, "Do one thing every day to promote my book." (To help with that, check out the new Build Book Buzz [365 Daily Book Marketing Tips](#) sent to your inbox, one a day, every day, for just 99 cents.) You add that goal to your goal list, then set reminders. Set a reminder to pop up on your phone at the time of day you are most likely to take action on that task so it gets in front of you at just the right time in your schedule.

Search your smartphone app store for similar tools, including [Balanced](#) and [Productive](#).

6. Joe's Goals

[Joe's Goals](#) is a simple, but effective web-based tool that will help you track your goal-supporting activity once you've set your goals.

Create a free account, then start adding tasks and how frequently you need to do them. Check in and check off according to your schedule. This resource works like an app, but it's not phone-based — it's online.

7. Tools you have already

While I love and use these resources, you might prefer good old-fashioned paper and pencil, a Word doc, or an Excel file.

Really, it doesn't matter what tool you use to create, write down, and track your goals. What counts is that you do it. If you haven't been doing it consistently year to year, it could be because you haven't had the right tools. I hope this article gives you an option that resonates with you and spurs you to take action.

As you move into 2016 with well-defined goals and a good start on a plan that will help you reach them, remember these words from author Melody Beattie.

See more at: <http://buildbookbuzz.com/goal-setting-tools-for-authors/#sthash.pEsTjcAm.dpuf>

The Best-Seller Book Marketing Formula

By Brian Feinblum



What's the marketing formula for getting a book to be a bestseller? Is there such a formula, and if so, how does it get applied? Let's start with a few simple observations and questions:

- Great books don't automatically become bestsellers
- Many bestsellers are mediocre books
- There are many bestseller lists – which ones do you want to make, how high do you want to get, and how long will you last on them?
- Being a bestseller can generate more sales and open doors to authors to get more speaking gigs, book deals, movie deals,

media exposure, etc. It can also do nothing at all.

There are several ways to get on a bestseller list and for now, let's focus on the one that's driven by a lot of publicity.

The easiest way (but nothing's easy) to get on a bestseller list is to generate pre-orders. This means months before your book is officially released, people can buy it. They go to a store or online at amazon and pay in advance. The book's delivered around the publication date. All of the pre-orders count towards the first week of sales. This gives you a lot of time to build on that number.

For some genres and bestseller lists, such as Non-Fiction, Hardcover for Publishers Weekly, just 3,000 sales could be enough to make its bestseller list. If you take three months to build this up – that's fewer than 250 books per week. That's your best shot!

The next best way to make a bestseller list is at smaller media outlets. For instance, some newspapers publish their own regional or local bestseller lists. Making The Miami Herald Top 10 could be doable, especially if your title particularly appeals to the local area.

Online, the easiest way to get on a list is at BN.com, since it requires fewer sales to rise up its charts vs. Amazon. But even if you pursue a higher Amazon ranking, you just need one good hour. Yes, sales are calculated hourly, so if you sell, say 120 copies in an hour through some special promotion, you may, for a moment, crack the top 50 or 10 of all books being sold. Further, they have many genre and subgenre lists that with just a few dozen sales here and there, could be yours to own. You could legitimately say you're an Amazon bestseller if you rank in the top of a genre. Let's say there's a genre like Non-Fiction/Travel/Photography and your book is 12th for an hour. You are a bestselling author.

So how can publicity help?

Any time you do a concentrated, targeted sales effort, you stand a better chance of gathering enough sales to qualify for a list. This is why all-day blog tours can be effective, as well as all-morning radio tours where you are interviewed like by 20 radio stations. This is why when a book is about to be released, like a movie, the premiere week is filled with one media interview after another.

Authors can call in favors and time their bulk sales efforts and social media blasts to hit simultaneously. Remember, just a few dozen or hundred book orders in a concentrated time period could boost you onto a list.

So many books don't sell beyond one thousand copies, but even such titles could become bestsellers if they time and group their sales.

A winning formula might look like this:

- Encouraging friends and family to pre-order books.
- Soliciting bulk sales from organizations.
- Doing lots of book signings during the book's launch week.
- Participating in blog tours and radio tours during the launch week.
- Getting strong reviews before the book releases.

Good luck!

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

Show that you meet their buying criteria. Does your prospect want to increase sales? Revenue? Profits? Market penetration? Customer retention? Your proposal will be different for each as will your presentation. Does the Human Resources manager want to motivate, train or reward employee. Perhaps the real problem is employee retention. If so, your presentation should reflect that.

APSS Chapter Spotlight – APSS-New Jersey



Chapter President: Kathy Miller (Kathy@bookapss.org)

Kathy Miller has a knack for finding the best tools and resources. When she can't find a good system or tool where one is needed, she creates one by breaking down what many find challenging into manageable steps that are easy to follow.

You know you've found a good system when it makes way for genuine expression of your innate gifts, talents and abilities. For Kathy, the natural expression is in sharing the tools and techniques she has found. Her first tool was published as *Too Busy to Budget*, a workbook for organizing your finances. This book has been sold through online and retail bookstores, college bookstores, and at conferences for special needs, life coaches and professional organizers. Kathy now helps other authors bring forth their tools and techniques through her collaborative publishing company, A Good Steward.

In 2006, Kathy received the COLA Award for Servant Leadership, and in 2009 she was honored by NJBiz as one of New Jersey's Best 50 Women in Business. In 2013, Kathy took a sabbatical to attend a six month in-residence teacher training for the best tool she has found, the Ishayas' Ascension, a meditation-like technique based on Praise, Gratitude and Love. She lives in New Jersey with her husband, Donnie, and teaches Ishayas' Ascension workshops throughout the Northeast.

Communications Coordinator: Donna Thompson



Donna R. Thompson is the publishing director and owner of [Woodpecker Press, LLC](http://WoodpeckerPress.com) (est. 2008), a publishing company dedicated to helping business owners self-publish. Her passions are publishing and public relations. Donna loves helping her clients understand publishing and the benefits of adding that “published author” credential to their list of achievements. Her business background together with her extensive career in publishing allow her to bring her unique combination of insight to every project.

Donna’s publishing career spans more than 35 years and she has been a member of the Independent Book Publishers Association since 2009 and joined the Association of Publishers for Special Sales in 2016, serving as communications coordinator of the New Jersey Chapter.

She received the NJAWBO Teal Heart Award in 2007, was named NJAWBO Essex Businesswoman of the Year in 2009, and earned the NJAWBO MetroEast Trailblazer Award in 2014. She’s a 1976 graduate of Caldwell College with a B.S. in business administration.

Donna has also been active in her community. She was elected to the Cedar Grove Board of Education in 1999, serving as vice president (2000–2001) and president (2001–2003). She cofounded the Cedar Grove Education Foundation, Inc., in 2003 and served as its president from 2005 to 2008. She is currently a member of the Board of Trustees of Sempre Avanti, Inc.

8 Habits of Great Public Speakers

By Sims Wyeth, President, Sims Wyeth & Co. @simswyeth



Great speeches and presentations are more about solid planning and careful editing than eloquence or charisma. These 8 habits can make you look and sound like a leader without your breaking a sweat.

Leaders need to be out in front. Many believe they need to excel at public speaking--that they must be charismatic and compelling.

But that's not always true. It's more important to be a solid communicator. You'll accomplish more if you come across as authentic and your message is well thought-out, direct, and easy to understand. In my experience, this is the true way to excel at public speaking.

Cultivate these 8 habits when you create your message, and you're almost guaranteed to have a presentation that engages listeners and hits the mark.

1. Keep it simple.

Abraham Lincoln was our only poet president. The Gettysburg Address, considered by many the best speech in American history, is 272 words long. It tells the story of the past, the present, and the future of our country. Past, present, future is a good, simple way to build a tidy talk.

2. Keep it short.

When asked what makes a great presentation, Ted Sorenson, President Kennedy's speechwriter, said, "Brevity, levity, and charity." Notice what he put first. People clap at the end of a presentation because it's over. Science says between 18 and 20 minutes is optimal.

3. Use metaphors, not explanations.

George P. Shultz used metaphor to make it clear what the phrase "too big to fail" means. He reminded us that when one old-fashioned Christmas light went out, all the others did too. For a lay audience, that's shorter and sweeter than a technical explanation.

4. Don't dump.

Beware the temptation to show off. Don't dump data. Make a few points supported by data.

5. Try the problem/solution model.

Define the problem. Then explain that you have the best solution. Describe the steps to success. It's a structure that creates drama and holds attention.

6. Don't use meaningless modifiers.

Remove meaningless adverbs ("really," "very," etc.) from your text. Use a strong action-packed adjectives instead. Don't say "very old," say "ancient." Don't say "really great," say "top-notch" or "first string." Remove all "ers," "uhs," "ums," and "ahs" from your speech. Remove all, "like, you knows," and "I means..." They garble your message and slow you down.

7. Plan.

Few of us can speak extemporaneously and be brief. We end up wandering in our thoughts to make our point. Know what you want to say. Write it down, edit it to its core, and practice it. And when you're in front of your audience, compose your sentences in your mind before you speak them. It's a paradox. When you slow down to compose a sentence in your head, your presentation goes faster.

8. Be more than brief. Be interesting.

A famous preacher was invited to preach before Queen Victoria. He was warned Her Majesty preferred her sermons short. When the preacher was done, she said, "Sir, you were brief." He said, "Ah, Ma'am, I like never to be tedious." She said, "You were also tedious."

Surprise! We can be boring in 10 seconds flat. But these habits help ensure that you'll have an interesting message, a solid delivery, and be easy to understand.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Ten Steps to More Profitable Sales

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

description of each of the ten steps required to make a large, non-returnable sale to a corporate buyer over the next few months

Step One: Understand what you are selling

When asked what they are selling, book publishers answer, "A book, of course." They think of their sales in terms of books. But books are combinations of tangible and intangible elements. People do not buy the tangible features of a book per se -- the paper and ink that create it. They buy the intangible benefits they receive from its content. In the case of fiction, buyers seek a vicarious feeling of fantasy, romance, adventure or mystery. And when purchasing nonfiction they are buying ways to

make more money, lose weight, improve relationships or get motivated. Corporate buyers understand this, and they help their customers achieve those goals through their marketing campaigns.

Your book-marketing efforts will be more persuasive when you stop selling your books and begin selling what they *do for* the people who purchase them. That is the difference between marketing a *feature*, an *advantage* and a *benefit*. A *feature* is an attribute of your book. It could be its size, binding, title or number of pages. An *advantage* describes the purpose or function of a feature, and a *benefit* is the value the person receives in exchange for purchasing your book. People buy value, not generic products.

One way of distinguishing among these three definitions is to use the "So what?" test. When thinking of a reason why someone would purchase your book, put yourself in the place of the prospective buyer and ask yourself, "So what?" Keep doing that until your imaginary customer says, "Oh. Now I understand." Then communicate *that* concept in your sales efforts and the person will be more likely to buy.

Feature: A four-color cookbook with a spiral binding. (*So what?*).

Advantage: It will lay flat while preparing a meal, making it easy to read. (*So what?*)

Benefit: You can insert the brand name of your product in each recipe. Your customers will thank you for making the cooking process easier and they will become loyal to your products. (*Oh. Now I understand.*)

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

How To Sell More Books Through Gift Stores

By Brian Jud



Today's gift market is experiencing dynamic growth as consumers buy more gifts and home decorating products. These products are gaining more exposure to consumers through a wide-range of shopping venues including the national retail chains, such as Pottery Barn, Yankee Candle, Bath and Body Works, Crate and Barrel, department stores, mass merchants and the Internet.

In the face of these new outlets, gift shops offer an excellent opportunity to sell more of your books. This category includes major accounts such as Hallmark Stores and Spencer Gifts. It also includes regional chains, local card and gift stores as well as hotel and hospital gift shops.

One of the major benefits to selling to gift shops is that books may be sold on a non-returnable basis. Perhaps a less tangible benefit is that you are broadening your markets, reaching people where they would not normally look for books. In addition, one chain of gift stores can offer many opportunities. For example, if you target Hallmark as your central prospect, there are several opportunities to be found among its subsidiary companies:

Hallmark Stories sells photo storage and memory-keeping products. If your book is related to this product line, you could sell them here. Or, if your title is related to commemorating special

occasions, people, and memories, contact Keepsake Ornaments, another Hallmark subsidiary.

Gift Books from Hallmark. Hallmark began expanding from cards to books that help celebrate, commemorate, and communicate. If you have a title that warms the heart and enriches the soul, your opportunity may well lie here. You can find Gift Books from Hallmark at Hallmark Gold Crown Stores and other selected retailers as well as on www.Hallmark.com.

Party Express from Hallmark. One of Hallmark's most important missions is to help people celebrate and honor all the special days in their lives. Therefore, Hallmark offers party ware and accessories for birthdays, holidays, and other important occasions as well as everyday and seasonal entertaining. Party Express from Hallmark could be an excellent outlet for your title on partying, since they sell their products in party, toy, discount, grocery, drug, military, and specialty card stores.

But in most cases, the gift market is highly decentralized -- there are many small shops that place small orders. This increases the administrative burden, requiring you to ship and bill for many small shops.

This also represents an opportunity because you can reach the decision makers readily. A good strategy is to start locally, calling on the gift-store owners and buyers locally. Go to the hospital gift stores and talk with the volunteers there. Most are very willing to spend time with you, describing their buying practices.

A major decision criterion is the fit your title has with the store's image and customer base, and the types of books that sell well vary by the chain's image. For example, Hallmark generally deals in sentiment, Spencer Gifts in humor and Urban Outfitters in "hip" products for men and women. Titles that generally do not do well in gift stores are scholarly, text-driven and fiction titles.

John Hanny has been a food consultant for two presidential administrations. His title, *Secrets from the White House Kitchens* offers recipes favored by the incumbents of the Oval Office from Franklin Roosevelt to Bill Clinton. It was a natural selection by the White House Gift Shop as well as hotel gift shops in Washington, DC.

It is not appropriate to send galleys to gift-shop buyers since they make their decisions on the finished product. They want to see your book's cover design, size, text and its general overall quality. People buying products in gift shops typically purchase on impulse. Therefore, price is important. Your book should be priced under \$10 to penetrate the gift market. Although there is no standard size that sells best, hardcover is generally more acceptable.

Gift-store sales are seasonal in nature, and if your title is appropriate to one of the major holiday periods you stand a better chance of acceptance. Buyers at key accounts will begin looking at seasonal titles six months before the holiday. Purchasing agents at local stores may purchase your books up to one month before the event. In most cases, distributors will accept submissions at all times. Send them a sample of the finished book with a marketing plan and a summary of your sales to date.

The gift industry is divided into sub-segments. With renewed emphasis on home decorating, consumers are not just striving to make their homes more beautiful; rather they are seeking decorative items that can positively impact the mood and emotional climate of their home. Books that have a personal, emotional link to the consumer, such as collectibles or gifts, are in demand as consumers seek to make their homes more comfortable and comforting.

Stationery, Greeting Cards, and Paper Products, the second largest segment of the giftware market, reached \$13.3 billion in sales, up 10 percent over the previous year. Collectibles -- figurines and dolls -- is one of the slowest growing gift segments. Seasonal Decorations is the smallest category in the giftware industry. While Christmas Decor still dominates the category, Halloween Decor was the fastest-growing segment.

Learn more about the gift market by reading *Giftware News*, 20 West Kinzie, 12th Floor, Chicago, Illinois 60610; Voice: 312.849.2220, Fax: 312.849.2174, <http://www.giftwarenews.com>

How to reach the gift market.

1) Direct marketing. Timing may be as important as content in gift-store mailings. Once you locate your target companies, implement your direct-mail campaign well before the major holiday period for which your title is appropriate. Create a high-quality catalog listing your titles that are appropriate for the gift trade and include it in your mailings and personal visits. Be prepared to leave behind sample books with the potential buyers. Payments are typically made in net 120 days, but you can try to negotiate more favorable terms.

2) Sales-representative groups. There are independent sales rep groups that market books to the gift trade throughout North America. While there are some national organizations, most cover a territory comprised of several states. They usually seek a 15 - 20% commission on all books sold in their territory. Find these people at the major gift shows, the biggest of which is the New York Stationery and Gift Show, usually held in May of each year.

3) Trade shows. Your rep group may exhibit your titles at the top trade shows, but you should attend anyway for the networking opportunities. The major shows are national or regional in scope and include: National Stationery Show, Boston Gift Show, California Gift Show, New York International Gift Fair, Dallas International Gift & Home Accessories Market, The Gift Fair in Atlanta, The Gourmet Products Show, San Francisco International Gift Fair, Mid-AmericaSeattle Gift Show, Toronto International Gift Fair and the Washington Gift Show.

4) Gift Marts. For a list of gift marts go to www.greatrep.com

5) Distributors. There are some publishers that also distribute to the gift trade, such as Sourcebooks and Workman. Andrews & McMeel specializes in best sellers, humor collections, general non-fiction trade, gift books and calendars.

6) Co-op catalogs. Contact companies such as Ideation (<http://www.ideationgifts.com/>). These firms act as a buying group and produce catalog advertising for independent gift & collectible retailers. Part of their service is negotiating with manufactures to produce items exclusively for retailers participating in their advertising programs.

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

What's The Big Idea? Editorial by Scott Adams



Tips for Tips Booklets Paulette Ensign



Your content can seem like the perfect, ideal, logical information for a particular easily identifiable audience. Yet either they don't think so, based on your lackluster sales from marketing to them, or you are struggling to find your own enthusiasm to serve them. It's simply not a fit no matter how you look at it. A seemingly small adjustment can make all the difference in the world.

Jen Amore solved that challenge with her cookbook, booklet, audio, and card deck. She has them available for busy moms and for busy people (who may not be moms at all), making them suitable for both groups and the companies who serve them as you'll see at www.JenAmore.com

ACTION - Consider who you enjoy interacting with and which groups of people enjoy and appreciate what you offer. Extending your reach to additional audiences can be as simple as indicating the new market in your publications' title or it could mean adjusting your content slightly. Either way, you can immediately re-purpose the material you've already created to expand your reach and your bottom line.

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

Choose Words with Intention Every Time Barbara McNichol



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

Do you find that at times the spoken language slides into your writing, but often the words selected aren't the exact fit for what you mean?

Consider these sentences:

- How many executives do what they *feel* will win approval?
- The public *feels* certain people shouldn't be in the workforce.

Given the context, is “feel” the correct word to express the intended meaning? No, because it doesn't come from an emotional “feeling” source. Rather, it comes from a conviction based on experience—a place of belief. Because of this, better choices would be:

- How many executives do what they *believe* will win approval?
- The public *believes* certain people shouldn't be in the workforce.

Your challenge: Question everything you write against the context. In particular, flag “feel” as a word to watch. Is “feel” the most precise way to convey your intended meaning? If not, pause and find *exactly* the right one—think, believe, hope, or whichever is accurate.

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

Allude, elude – To “allude” means to refer to something casually or indirectly. To “elude” means to avoid or escape by cleverness or speed. “May the force be with you,” the boy said to his friend, *alluding* to the movie Star Wars. Then they split up to better their chances of *eluding* the bully chasing them.”

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

News From APSS Chapter and Partner Organizations

Launching APSS-Canada on April 1 - 2, 2016

Save the dates -- this will be a life-changing event for authors, professionally and monetarily. There is so much movement and support in store for you on becoming a member of APSS-Canada, too. To join, please visit <http://bookapss-canada.org/to-join.html>. While you are there, take some time to visit the other pages, particularly <http://bookapss-canada.org/services.html>

National Writers Association

The 2016 Mirror Awards are now open for submission with a February 15, 2016 deadline. Awards are given in the following categories: Best Single Article-Traditional media, Best Single Article-Digital media, Best Single Story-Radio, Television, Cable or Online Broadcast media, Best Profile, Best Commentary, and the John M. Higgins Award for Best Indepth/Enterprise Reporting. More information is available by emailing Amanda Griffin at algri@syr.edu

Upcoming Marketing Webinars

Feb 2: “How to Sell More Books at Trade Shows and Local Fairs,” by Brian Jud, sponsored by APSS-CT, 6:00 pm Eastern; <http://tinyurl.com/zmksmwn>

Feb 9: “How to Sell More Books, Non-Returnable to Non-Bookstore Buyers,” by Brian Jud, sponsored by APSS-New Jersey, Noon ET; <http://tinyurl.com/jgrvgvp>

Feb 18: “Electronic Editing – Automatically Remove Unwanted Words,” by Patricia Charpentier, sponsored by APSS and CAPA; 6:00 pm ET, Register at <http://tinyurl.com/jlogw23>