



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 3, Number 35 March 2016

Here is your March 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

APSS Book Selling University is coming near you. Last year APSS began organizing an international network of local chapters to bring information about non-bookstore marketing to authors and publishers around the world. We now have 14 active chapters in the United States and two international chapters. Our objective is to offer members the benefits of a national organization with the opportunity for local networking, camaraderie and speakers. Here are some upcoming local meetings that can help you sell more books more profitably:

Two new APSS Chapters opened in March: APSS-Southeast Texas (President Ben Jorgenson) and APSS-Charlotte (President Russ Van Buren) joined the growing ranks of APSS chapters in the U.S.

March: Three different meetings of the new APSS Mastermind Groups. These 15 people will meet monthly to serve as each others' ad hoc Boards of Directors testing the concept before our national launch

March 22: Launch of APSS-Orange County with a webinar by Jared Kuritz

April 1: **APSS-Canada** introduces the 2016 Publishing Achievement Award competition

April 15 – 16: **APSS Nebraska** is holding its first Book Selling University (Contact Lisa Pelto at lisa@conciergemarketing.com for information)

April 29 – 30: **APSS-New Jersey** is launching with a two-day Book Selling University. Testimonials, agenda and registration information at www.bookapss.org/agendaforApril30.doc

May 14: **APSS-Chicago** will hold a joint one-day Book Selling University with Chicago Women in Publishing (CWIP), the Saturday after BEA. More information to come

May 20 – 21: **APSS-Santa Fe** (Mary Neighbor at mary@medianeighbours.com) will launch her chapter with a Book Selling University event

APSS-Atlanta (Dave Savage at Dave@DaveSavage.com) and **APSS-Santa Clarita** (Willa Robinson at willa@knowledgepowerinc.com) both hold regular monthly meetings. Willa's 2015 Book Selling University was a huge success and we will duplicate that later in the year.

More information to come about similar events for **APSS-MidAtlantic**, **APSS-Central Florida**,

APSS-Nashville, APSS-Grand Rapids and APSS-Phoenix

Our most recent chapter is **APSS-Nigeria** with Awele Illusanmi (Aweleilusanmi@bookapss.org) in charge is working on organizing her chapter. She is attending the APSS-Canada event as part of her orientation

Please get involved with an APSS Chapter near you. If you would like to start a local chapter, contact Brian Jud at BrianJud@bookapss.org

APSS Tip for Finding Potential Non-Bookstore Buyers

You can post on Facebook, Twitter, YouTube, LinkedIn and the other top social media platforms to generate potential buyers. Cross-pollinate these groups, describing the benefits of your content. Your followers and friends can keep up with your accomplishments and perhaps spread the word about them. Blend your social activity with your business to eliminate any impression of selling.

Have a social commerce strategy instead of randomly posting socially to your friends. People like to communicate with others with similar interests, so make it easy for them to do so. Participate in groups on Facebook and discussion groups online, for example. Use your website to facilitate discussion. Use a hash tag on Twitter so contributors can follow the discussion. Participate on forums on your topic and take an active role in the conversation.

Top Ten List By APSS

Every month *Fortune* magazine interviews a successful entrepreneur. Each is asked for his or her top pieces of advice for budding entrepreneurs in a wide variety of industries. Here **Ten Tips From Successful Entrepreneurs** gleaned from recent issues of the “Venture” column in *Fortune* magazine:

1. Listen — not just to yourself, but to others
2. Adapt your product based on user feedback
3. Be driven. Focus your energies and be crazy about what you are doing.
4. Have high standards of quality and design
5. Be frugal. Spend money wisely and evaluate its performance.
6. Partner with other companies for mutual benefit
7. Know your weaknesses and hire to fill them
8. Keep employees happy – through good pay and other benefits
9. Be proactive, even when it hurts (do the right thing for your long-term success)
10. Stand out from the crowd

APSS Tip for Negotiating Large-Quantity Orders

Save the hardest issue for later

There may be one major concern and a few minor issues blocking an agreement. Work first to solve the smaller matters first. In so doing you may minimize the larger problem. For instance, price typically looms as the major hurdle. Answer several less significant issues that minimize the overall price. You may have a special arrangement with a shipping company and can offer a lower delivery cost. Offer to train their sales people on the content of your book and how to sell it successfully. You might have a relationship with a design firm and can provide the layout for sales literature. Each of these will minimize their total cost, making the overall package more attractive. There are several benefits to this sequence.

- You add additional benefits for the buyer, giving greater value to your proposal.
- You minimize the financial impact of the deal.
- You generate momentum toward closing the sale.
- Finding inventive solutions builds camaraderie, the feeling that you are all on the same team striving to reach a common objective.
- You bring assumptions out in the open. Your prospects may express facts that had previously been assumed, such as wanting four-color photos. If you say, "Oh you wanted four-*color* photos. That's a different price." They may think, "What else are you not disclosing?"
- You may uncover additional variables that could work in your favor.

Three Ways to Get More Website Traffic

By Jeniffer Thompson



Are you wondering how to get more traffic to your website and reach more people? These three techniques, that anyone can do, will make a huge impact on your search ranking and get you more visibility.

ONE: Optimize Your Images

The number one mistake bloggers make is also the easiest to remedy. Do this before you upload an image to the media library of your blog. The size and name of your image matter.

Part One: Image Size:

Large images slow down the loading time of your site, which Google doesn't like so much and this can negatively affect your overall ranking. Easy-peasy fix: Optimize your images for web. Don't have photo editing software? I gotcha covered:

•Web Photo Resizer -- <http://webresizer.com/>

The best size for online images is 72 ppi with a width of no more than say 1,250 pixels. Honestly, the pixel width of your image doesn't really matter as long as it's not huge. It doesn't need to be any bigger than the display area of your blog. Let's say your blog area is 700 pixels wide (which is the width of the above image and this text you're reading now), and your image is 1,200 pixels wide. In this case, your blog will automatically size it to visually fit in the 700 pixels of space, but your image will still be 1,200 pixels wide.

I recommend that you choose a uniform pixel width and use that for all of your images. Most blog

themes these days will automatically size your images to fit a specific area anyway, which is more visually appealing to your reader.

Part Two: Image Naming Conventions

Have you ever wondered how an image makes it into a search results page? How does Google know what you look like? You tell them by providing details about that image. There are a few steps to optimizing an image, it just takes a little more time.

Step One: Name Your Image.

Literally. Your image is probably a .jpg and you can choose what to call it. Just like you name your Word document (so that you can identify it later), you can also name your images. Images taken with a camera or your iPhone are assigned a name automatically. Like DSC7787-X3.jpg or IMG_8091-1.jpg.

Let's say for the sake of argument that this is a photo of blueberry cheesecake. Google won't know that unless you tell them. Rename your image following the below naming conventions of all lowercase letters and the words separated by hyphens, not spaces:

blueberry-cheesecake-recipe.jpg

If you don't know how to rename a .jpg, please Google it.

Step Two: Adding Meta Data

When you upload your image into the media library of your blog, you are given an opportunity to add a caption, Alt text, and a description, which is another means for Google to know what that image is. The alt tag and the description tag for your image are the most critical for our purposes. I personally don't like the way captions look on my blog, so I choose not to use them.

TWO: Internal Links as Anchor Text

An anchor tag is the text that actively links someone to related information (hypertext). When used on your website as internal links, you help people learn more about a particular topic (think Wikipedia), and you help Google index your important content. Let's say that you reference a topic that could use more clarification, like "Search Engine Optimization," for example. Anything that might get your audience asking themselves: "What the heck is that?" Link the phrase (like I've done above) to a landing page dedicated to that topic.

Anchor text is also more visually appealing than a long URL, takes up less space, and encourages readers to click through. If you're not sure how to add links, please Google it.

To further illustrate this, take a look at these link options to see why the anchor text is more effective.

<http://jenifferthompson.com/search-engine-optimization>

Although "Click here" might be helpful to your audience, it doesn't give Google the helpful information it needs to understand the importance of the link and then properly index your content.

THREE: Categories and Tags

Last but not least, I want to talk about the value of blog categories and tags.

Categories help readers navigate your content and also give them a quick visual of the topics you write on. I recommend creating between five and ten categories, more than that becomes overwhelming to your reader.

Blogs use this category structure to organize and archive your content, while Google uses it as a mechanism to determine the hierarchy and relevance of your content.

When I place my post “What is Fair Use,” into my “Author Marketing” category, the URL of my post contains valuable information to help Google index the post relevance:

EXAMPLE: http://jenifferthompson.com/author_marketing/what-is-fair-use

Every blog must be assigned to at least one category. The default WordPress category is called “Uncategorized,” so if I had not chosen a category, the above URL (permalink structure) would have been:

EXAMPLE: <http://jenifferthompson.com/uncategorized/what-is-fair-use>

Now, it’s worth noting that WordPress blogs must have their permalink structure defined. And, you can rename your “Uncategorized” category to something else, like your name or your area of expertise, for example. This way, if you forget to choose a category, your default is at least something of value to your readers, and to Google.

Tags further define the content of a blog post by going deeper into the minutia of that post’s content. Think hash tag. Tag clouds used to be popular because they give readers a clear visual of your most common topics, and a way to link to those posts, but most people don’t display tag clouds these days. If you’re not sure what tags to use in your posts, think of it like this: What is your post about? This paragraph you are reading could benefit from the following tags: image optimization, resize images, SEO, blogging tips, blog categories, tag cloud, blogging, ... you get the picture. WordPress has great information if you want to know more about categories and tags.

Contact Jeniffer at j@monkeycmedia.com or <http://jenifferthompson.com>

Don’t Say This To The Media When Promoting A Book

By Brian Feinblum



You don’t get a second chance to make a first impression, or so it’s been said. This is certainly true with the news media. Here are things you should avoid saying to the news media when promoting your book:

1. “It received just a few bad reviews.”
2. “My book may have a few typos, so please excuse them.”
3. “I edited the book myself.”
4. “The book was published two years ago but since no one bought it I changed the title and cover and just re-released it.”
5. “This book is good, but my next book is even better.”

“Everyone should want to read my book.”

“I’ve never spoken to the media before.”

“My book doesn’t have great distribution.”

“If I had more time, the book could have been even better.”

“Sorry the book is so long. I didn’t quite know how to end it.”

Don't ask questions like these:

"Can I approve of the story before it's published?"
"Don't quote me on that, okay?"
"Is this off the record," after you spoke without setting such a condition.
"Can you make what I just said sound better?"
"So, what do you think of my book?"

All of this may seem like common sense, but what happens when authors communicate with the media is they either get nervous and confess their insecurities and weaknesses, or they get relaxed and think a gentle reporter is a friend with whom they can share anything.

Authors need to operate under these guidelines:

Don't volunteer negative information.
Don't raise a topic that could lead to something embarrassing.
Don't come off sounding egotistical.
Don't be so shy that the journalist doesn't hear anything worthy to report on.
Think like the person interviewing you. Ask yourself what needs he or she has and what could be said to impress the reporter.
Always assume everything is on the record.
Learn more about the reporter or media outlet prior to the interview so that you can speak in a way that appeals to the reporter's needs, preferences, or readership/viewership/listenership demographics.

The media understands that most authors aren't media trained, and even those that are could still be prone to a misstep. The media can be forgiving or overlook somethings but be on high alert, especially when your book is controversial. The media may just want to trap you or highlight a negative.

Follow the above guidelines and you should be fine.

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

Write your script. Words are wonderful things. They can motivate, inform, entertain, enrage, flatter, sway, sing or snooze. Words have impact on people, either positive or negative. Choose the right words and place them in the best sequence that will move your prospects step by step toward your objective. The *right* words are those of interest to your prospective customers. Talk in terms of what will interest them.

Once you have delivered several sales presentations you will have a generic script that you can simply customize for each prospect. As you become comfortable with the sequence and delivery, your future scripts will simply be adaptations of your basic one.

APSS Chapter Spotlight – APSS-Nebraska



Lisa Pelto is the President of APSS-Nebraska. Lisa is the founder and CEO of author services company Concierge Marketing Publishing Services, has been working in publishing and marketing for over 30 years. Her company has published corporate and private family histories, books as part a fundraising strategy for nonprofits, trade books for local, regional or worldwide distribution in virtually all genres. She coaches authors through the print on demand strategies, or setting up their own micropublishing houses or whatever might be right for a specific book. She teaches a quarterly series of publishing classes in Nebraska, and is a frequent speaker on publishing strategy.

Join Lisa Pelto and Brian Jud at The APSS-Nebraska Book Selling University

**One or two days that can help you
sell your books in large quantities with no returns**

April 14-15, 2016

- 1) **Personal consultations, Thursday, April 14 (1:00 – 5:00 pm)** – four hours of book-marketing information about selling your book – not books like yours. Includes a one-on-one consultation with a special-sales book-marketing expert. You will leave with a list of companies to contact, with practical tips on what to say and how to close more, large, non-returnable orders for your books – fiction and non-fiction.
- 2) **Book Selling University, Friday, April 15 (9:00 am – 5:00 pm).** A content-heavy day of dynamic, practical, book-marketing information. Discover how you can become more profitable selling your books in ways that you never imagined and to people you never knew existed — in large, non-returnable quantities.

Attend either or both events and watch your sales, revenue and profits soar!

**Contact Lisa Pelto for registration or go to
www.bookapss.org/agendaforAPSSNE.doc**

**On Site, Good Sleep is Your Best Ally
By Jeff Davidson, MBA, CMC**



You know the scenario. You're bedding down for the night and need a good night's sleep so you can summon enough energy to host an all-day workshop with 150 participants the following morning. Unluckily, the guest from hell is in the next room and apparently is trying to break the decibel barrier at 2:30 a.m. with the television in his room.

Normally, you're a sound sleeper. This time, however, you find yourself awake a good four hours before you intended. What are some of the steps you can take before and after checking into your hotel room to get a good night's sleep every night, regardless of the specifics of your sleeping accommodations?

Make that Call

Noise is invading the space you've rented. If it's easy enough to determine the direction of the sound, and the intrusion is from the room to the left or right, you could try tapping on the wall. This alone sometimes works. In many hotels, the phone system allows you to readily dial adjacent rooms.

If the noise is from across the hall or above or below you, you could also, of course, call the night manager and ask him or her to handle the situation. Usually the night manager will either ring the room directly or send up a security officer to tap on the door and take care of the situation face-to-face.

I don't recommend that you leave your hotel room to directly address the offender(s). You never know how strangers are going to react to being told they're making too much noise, and it's not really your place to confront anyone directly. It is the hotel's responsibility, for after all, when they rented you the room for the night, it came with the explicit or implicit promise of "quiet enjoyment."

Use Technology on the Fly

To maintain greater control of potential sound disturbances, there are three essential items to have in your possession before checking into any hotel room: A "sound screen," ear plugs, and a timer.

1. The Sound Screen® is a portable white noise device developed by the Marpac Corporation. The Sound Screen emits different frequencies and amplitudes of a droning, non-disruptive blanket of sound. You can use this device to minimize the effects of startling or disruptive sounds outside your room.

By placing the screen about 10 feet from your head in the direction of any disruptive noise, you are able to minimize its effects immediately. Sure, it's another item to pack and adds weight to your overall burden. How important to you, though, is good sleep? I've found that any disruption of my sleep can lead to a possible diminution of my capabilities the following day.

Even niftier, a variety of mobile apps are available to help you mask undesired noise. Most low or no cost, require no instruction to learn, and do an adequate job of masking.

Create Your Own White Noise – If you're awoken and the offending noise isn't too outrageous, use your TV set or radio as a white noise machine. In the case of the TV, turn it on to a channel that simply emits a static sound and turn the brightness down to nothing, or cover the entire set with a blanket or towel to minimize any light emanating from the TV. Be sure to position it between you and the source of the noise. In many instances, the muffled static sound the TV emits will be enough to serve as a noise block for the more offensive sound behind it.

The same principle can work when using your radio. As you explore a suitable position along

the radio dial, make sure you're not near any signal that could get stronger as the night ensues. Otherwise you may be awoken by your own radio.

Experiment with your room's thermostat. Perhaps you can turn on the fan, or the heating or cooling system, depending on the season. Use the ventilation system as a white noise device and then adjust the number of blankets and sheets you need accordingly. Using the ventilation system is often effective for muffling sounds above or below your room.

2. Space-age earplugs called Noise Filters® are available from the Cabot Safety Corporation. They cost little per pair and weigh even less. Noise Filters are used by airline runway traffic crews (employees who guide planes to and from their gates). These plugs are industrial-strength, the heavy-duty variety that render for you a near-silent world. Without getting into the specifics, the material in the plugs expands in your outer ear canal, blocking out sound in ways traditional earplugs cannot.

3. The third essential device is your own alarm clock, timer, or mobile app. By setting your own timer, you can wake up on cue and be free from having to have your room telephone plugged in during the night. Anyone, after all, might inadvertently ring your room. When you remove the plug from the telephone, be sure to position the cord so that the end is exposed to you; it will serve as a reminder in the morning to reconnect the phone.

Once I've hopped into bed, however, I don't want to hear anything from anybody.

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

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 Three: Organize your prospects in segments

Some people looked at Goliath and thought he was too big to hit. David looked at him and thought he was too big to miss. You might look at the non-bookstore market for books and think, "Is that market big enough to approach, or is it too big?" The answer is yes. A special-sales market of \$14 - \$16 billion is too big to pass up. However, it can be too big a market in which to compete profitably -- if you look at it as one goliath market.

The total non-bookstore market is actually made up of hundreds of "mini-markets," each with varying degrees of suitability for your title. The essence of special-sales marketing is the concept of *segmentation*, the act of breaking the mass market down into smaller, more manageable pieces, each containing people with similar characteristics and buying motives.

For example, if your content is about dog care, you could sell to veterinarians, retail pet stores, associations of dog lovers, children's libraries, dog-rescue groups and manufacturers of canine products. People in each of these groups would buy your book for their own specific reasons (benefits to them) with existing procedures (direct or through a wholesaler). In one case, you could approach a dog-food manufacturer and suggest that it include a coupon in each 20-pound bag of their dog food, rewarding buyers with a free copy of your book about dog care.

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

Two Ways to Become More Creative

By Brian Jud



The Titanic sank after hitting an iceberg and only 705 of its 2200 passengers and crew survived. With too few life boats onboard, many lives were lost unnecessarily. With a little creativity more lives might have been saved. For example, what if the crew saw the iceberg as a sanctuary instead of a cause of death? They might have ferried people there. Or what if the Titanic maneuvered close enough for people to jump on it? Unfortunately, we'll never know.

If we learn an important lesson from that tragedy we can solve more problems. The lesson? When people look at something they only think of it in traditional terms. The crew of the Titanic saw the iceberg as a menace to be avoided. They overlooked possible solutions hidden in plain sight, much like publishers overlook the opportunity for lucrative sales to buyers in non-bookstore markets.

You can avoid this phenomenon and destroy your hidden creative blocks by applying at least two techniques. One way is to change the way in which you define the object or situation, thus expanding its use. The other is to visualize alternative paths to reaching your goal.

Write your objective so it stimulates ideas

What if you were on a camping trip and needed a piece of string? You might look around and see only camping paraphernalia and candles. But hidden inside each candle is a piece of string. You might not see it if you think of the candle's wick only as a source of light.

The analogy for publishers is that they look at their product and see a book. Instead, describe its contents and its uses become more varied and more widely applicable – and perhaps more profitable. Do this by asking yourself questions that keep breaking down the elements. If you look at your book as a source of information, ask who needs it? How could they benefit from it? Who else could use and benefit from it? Where and when do they search for that information? In what form do they prefer to have it delivered? This could lead you to providing your content in printed, electronic or audio form. Or, delivering it through booklets, seminars or as a consultant.

You may feel this is a minor matter of semantics, but creative problem solving consists of two connected activities: describing your objective and coming up with multiple solutions. The way you frame your goal can unleash hidden opportunities.

The words you use to describe your product or circumstances are also important. If you were asked to glue something to a wall you would search for a tube of glue and do it. But what if you are asked to fasten something to a wall? You might also think of tape, tacks, nails, Velcro, push pins, etc.

Apply this to your publishing business as you finalize your 2016 marketing plan. Write your goals differently to find new ways to reach them. A goal to “Sell X0,000 books by December 31, 2016” places your focus on selling books. If you say, “Reach net revenue of \$X00,000” you expand your definition to focus on content and different paths to it.

Then rephrase your goal as a question: “In how many ways can we reach net revenue of \$X00,000?” This expands your focus to think of multiple ways to attain it. This could be by profitably selling your content as books, booklets or other formats. If you change the operative word to *expand* or *grow* you could expand your product line, pool of authors, other markets, new users or new uses for your content. You could grow revenue through corporate sales, selling to associations, generating recurring revenue, consulting and/or speaking.

Visualizing the path to reaching goals

Some people are more visually oriented and are not motivated by words. Going back to the Titanic story, what if the passengers and crew looked around for things that float? They might have used wooden tables as lifeboats, or used them as platforms between lifeboats. There were 40 cars on the ship, and assuming each had four tires with tubes another 160 people might have been saved. Even more passengers might have been saved if they used the tubes to float the wooden tables. They might have even used empty passenger trunks as floats, at least until the Carpathia arrived.

You would be correct to infer that it would be unreasonable to come up with these creative ideas when you have only 2.5 hours to live. That demonstrates the importance of planning. If the crew had a brainstorming session before leaving port, the innovative life-saving activities would have been second nature. They might even have removed all the tire tubes before departing.

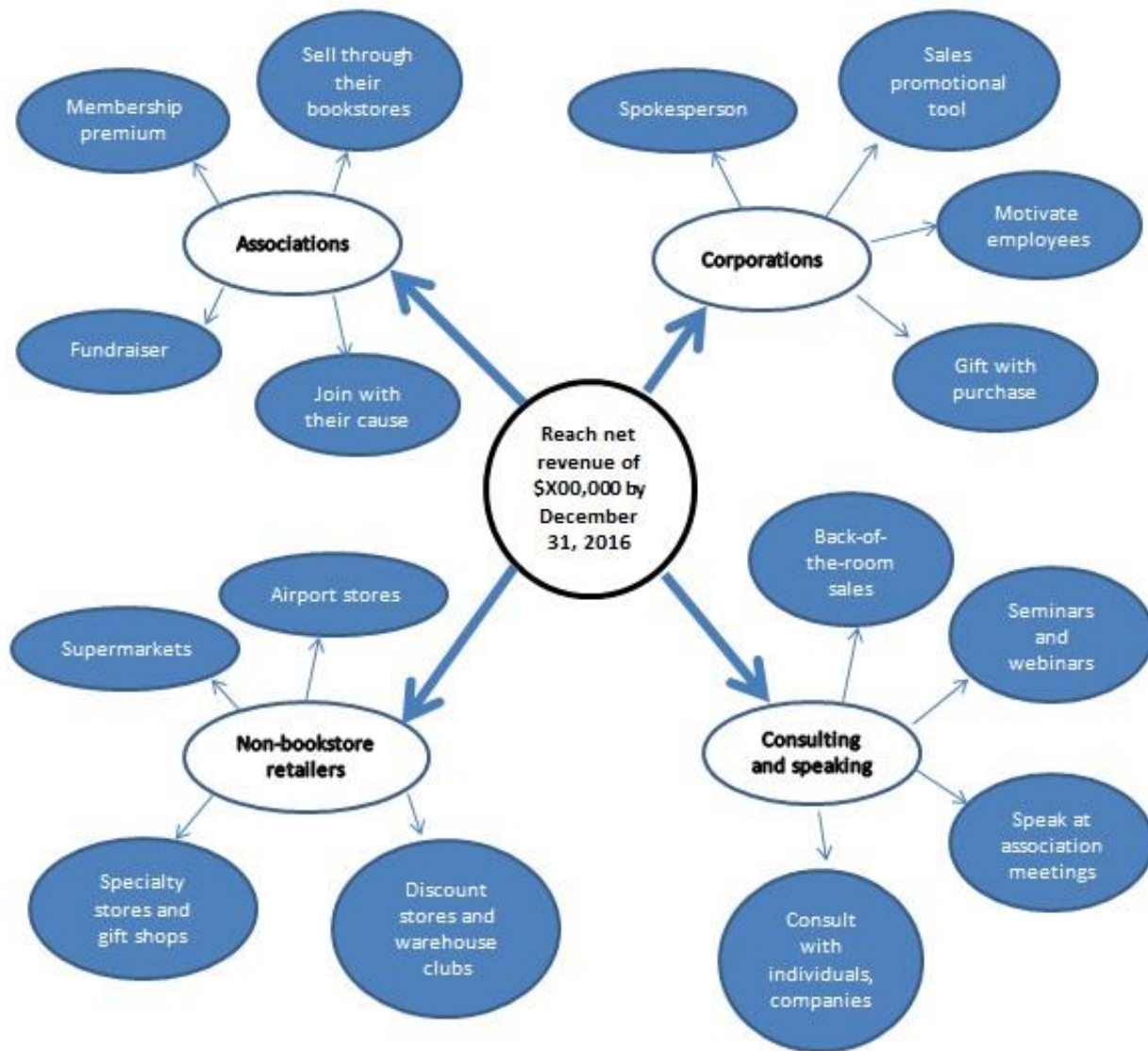
Back to the business of publishing. Adapt the concept of mind mapping to create a market map to help you think of additional opportunities. Then you can decide which are viable prospects and then rank them in the order in which you will address them.

Below is a graphic representation of a market map for special sales. First describe the major niches in which you could compete. For example, you could sell your books to buyers in associations, corporations and through non-bookstore retailers. You could also sell your content by consulting or with back-of-the-room sales after speaking events.

Next, look for different ways to help buyers in each segment solve their problems. For example, associations want to increase their membership. Offer your book a premium – a thank-you gift for joining or renewing one’s membership. Similarly, corporate marketing executives want to increase the sale of their products. Propose your book as a promotional tool as an incentive for people to buy their product. Human Resource professionals want to motivate or educate their employees. Present your book as the solution.

Non-bookstore retailers buy through distribution networks with which you are already familiar. Think of how the retailers’ customers could use your content, and then demonstrate to the store buyers how your content and promotion will help them increase their store traffic and profits.

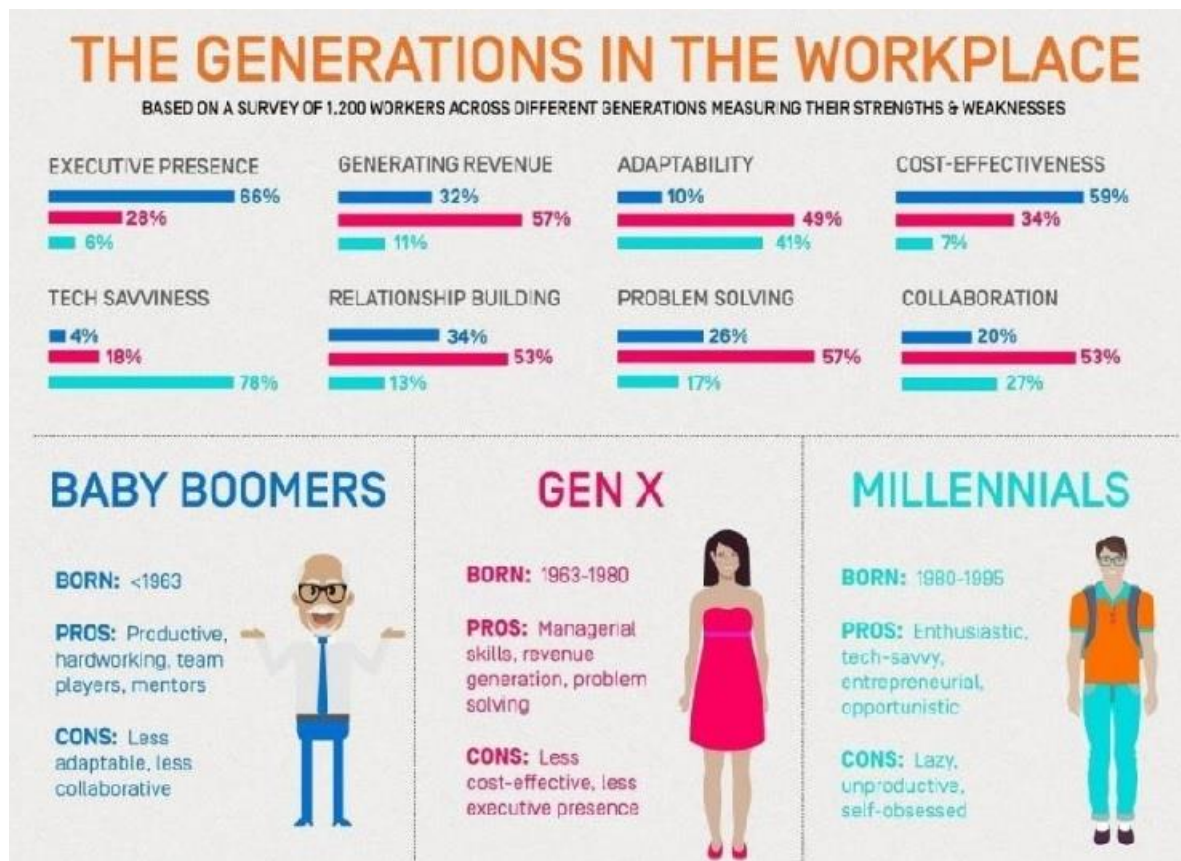
The barriers to innovation are like gravity – inevitable and always keeping you down. Try these two techniques to overcome the hidden forces that prevent you from growing. You may find new ways to stimulate your sales, revenue and profits, and they may be right in front of your eyes.



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?

Do you think corporate Human Resource Managers will buy your content to motivate their employees or make them more productive? Consider the fact that large organizations may have several different generations of employees. When you present your proposal to the HR Manager, describe how it will motivate employees in different ways – or one segment of their employees most significantly.



The same concept holds true in other situations. Never assume your content is for everybody. Think about it from your prospects' perspectives. They will be more likely to buy when they recognize that you are trying to help them rather than trying to sell more books. You can sell more books in the process.

Tips for Tips Booklets

Paulette Ensign



Content marketing is a modern phrase for something you've been doing before it was called that. Every time you share your professional knowledge in any format with anyone, that content automatically markets you and your business. That leads to more clients and sales for you, whether sharing that knowledge as tips or narrative in articles, books, booklets, written, spoken, as video, or any other delivery format. It is content that markets.

Ann Leach has not only posted tips content from her booklets on her social media accounts, she's licensed rights to her customers for their social media campaigns, creating a new revenue stream for herself. Funeral homes, pharmacies, and assisted living facilities use her "Riding the Waves" tips booklet series on their sites, in Facebook posts, and on daily inspiration call-ins. One creative

business owner built a video campaign around delivering one of her tips weekly. These new ways to bring her information to the world increase her web traffic growth and that of her clients on their sites, and make her more revenue in the process.

ACTION - Look at your content and your social media platforms through different filters to see how you can both market your business and create new direct income from information you already have.

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

When “Start” Begins to Creep into Your Writing

Barbara McNichol



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

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

Do you have a habit of frequently starting a sentence with the word “start” or “begin”? Recently, in a 5,000-word document I edited, those two words appeared 14 times, while only five were deemed necessary.

To be more direct with your writing, skip the “start” part and remember the phrase Nike made famous: *Just do it!*

These examples show how you can write a stronger statement by going straight to the action verb rather than “beginning” to go for it.

Example 1: Slowly begin to approach your teammate with your idea.

Better: Slowly approach your teammate with your idea.

Example 2: Start making an agenda for the meeting.

Better: Make an agenda for the meeting.

Your challenge: If you’ve made using “start” or “begin” a habit, question each time you do it. Ask: Is “start” or “begin” essential to the meaning of the sentence? Chances are you can glide straight to the action verb without it!

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:

Childish, childlike – When adults are “childish” they behave immaturely or foolishly; when they’re “childlike” they behave with the wonder, creativity, and innocence of a child. “Their complaints about the service sounded *childish*, given the overcrowded conditions at the restaurant.” “The team’s *childlike* approach to brainstorming gave us many creative ideas.”

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

APSS is launching a program to create Mastermind Groups around the United States and Canada. Fifteen people have agreed to form three groups to test the concept and make improvements before our launch of the program later this year. Ben Jorgenson (President of APSS-Southeast Texas) and APSS Executive Director Brian Jud are conducting the test meetings.

Upcoming Marketing Webinars

April 12: “Your Book is Your Business: Steps to Prepare for Social Media” by Barbra Drizin 6:00 pm ET, Register at <http://tinyurl.com/h6433kw>

April 19: “How to Leverage Your Book to Expand Your Client Base and Build a Profitable Business,” By Cloris Kylie; 6:00 pm ET; Register at <http://tinyurl.com/gnss3f4>