



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 5, Number 25 May 2015

Here is your May 2015 issue of *The Sales Informer* e-zine. 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

Get involved with your local APSS Chapter

“What a great meeting it was last night with so many talented people. I feel it's going to be so worthwhile being a part of this group. Thank you so much for organizing it. You're a wonderful leader.” Joan Warden, the first APSS-Santa Clarita member

“Thank you for the great meeting we had last night at the Santa Clarita Library. I loved what was presented last night and will become a member of the Santa Clarita Chapter of the Association of Publishers for Special Sales.” V. Jesse Smith, Author, future member

The next meeting of the Santa Clarita Chapter is Tuesday, June 6 at 7pm
(WillaRobinson@bookapss.org)

The May meeting of the APSS-West Texas Chapter is on May 26 in the Ector County library – Odessa; for date and time contact GlenAaron@bookapss.org

The next meeting of the APSS-Atlanta Chapter is on June 13, Cummings, GA
(DaveSavage@bookapss.org)

APSS Chapters are currently operating in these cities with more coming on board regularly. Start or join your local chapter today!

- Atlanta President: Dave Savage (DaveSavage@bookapss.org)
<http://community.bookapss.org/page/atlanta>
- Baltimore President: Dr. David Kenneth Waldman (davidkennethwaldman@bookapss.org)
<http://community.bookapss.org/page/baltimore>
- Connecticut President: June Hyjek (june@aplaceofgrace.net)
<http://community.bookapss.org/page/connecticut>
- Grand Rapids President: Chanel Woods (ChanelWoods@bookapss.org)
- Nashville, NC President: Paula Stiles (PaulaStiles@bookapss.org)
<http://community.bookapss.org/page/nashville-nc>
- Nebraska President: Lisa Pelto (LisaPelto@bookaps.org)
- Santa Clarita President: Willa Robinson: (WillaRobinson@bookapss.org)

<http://community.bookapss.org/page/santa-clarita>

- Sarasota President: MaryAnn Burchell (MaryAnnBurchell@bookapss.org)
<http://community.bookapss.org/page/sarasota-2>
- Toronto President: Monica Palmer (MonicaPalmer@bookapss.org)
<http://community.bookapss.org/page/toronto>
- West Texas (Midland) President: Glen Aaron (GlenAaron@bookapss.org)
<http://community.bookapss.org/page/west-texas>

Why join an APSS Chapter? <http://community.bookapss.org/page/why-join-a-chapter>

How to start and APSS Chapter in your area? <http://tinyurl.com/k94887u> If you want more information about starting a chapter in your city contact BrianJud@bookapss.org

APSS Tip for Finding Potential Non-Bookstore Buyers

When asked who their target reader is, many authors reply, “I do not know,” or “everybody who likes (their topic).” Either answer will reduce your sales and profits. If your book is for everybody, how much would it cost you to reach them frequently enough to make an impact -- if you could find a way to do so?

Top Ten List By APSS

In 2010, 33 Chilean miners were trapped almost one-half mile below the surface. They had limited food and water, so time was a critical issue. They were all saved, and the lessons learned can help book publishers perform better in time-pressured, risky situations -- such as negotiating under competitive circumstances for an order of 300,000 books. Here are the **Top Ten Business Lessons from the Chilean Mine Disaster** as they could apply to book publishing.

1. Encourage creativity, new idea, dissent and experimentation.
2. Tolerance for imperfect solutions is essential in dynamic situations. Fail quickly, and rapidly apply the lessons learned.
3. Have one person in charge. That person should alternate between directing action and enabling innovation, while constantly inspiring hope. Expertise without leadership is futile.
4. Have a specific goal with a clear understanding of the challenges and opportunities ahead, as well as the consequences of failure.
5. Have an absolute commitment to the achievement of your goal.
6. Assemble a team with diverse backgrounds, but ask them to reject preconceived notions and prepackaged solutions. Apply boundaries to focus their attention, and quickly remove uncooperative people.
7. Assume little and question everything. Use constant brainstorming to uncover alternate solutions.
8. Apply parallel processing as you attempt multiple solutions simultaneously.
9. Have situational awareness, reading and responding to regular changes in circumstances.
10. Balance an assessment of the big picture with an awareness of details in a complex and fast-changing context.

APSS Tip for Negotiating Large-Quantity Orders

Become a partner instead of a vendor. Show that you are all on the same side, trying to reach your prospects' goals. Use the pronoun “we” to make them think you are both in the lineup, working against their competition as a team

FAQ on Book Publicity

By Brian Feinblum



1. **What actually moves books?** The combination of timely and persistent activity on the part of the author and/or publisher to promote, market, and advertise.

2. **What's the secret combination?** Whatever actually works. If you see progress in one area, keep playing the hot hand until it goes cold. Each book may sell for different reasons. There's no one-size formula to fit all books.

3. **But at a minimum, what's typically needed?** You need a publisher or strong distributor behind you. Otherwise you, as the author, need to do more to not only promote your book to the news

media, but to market directly to the consumer. At the very least, it's a collaborative effort. But often, in any situation, the burden is on the author to make things happen.

If you have good social media, is that enough? No. There's not a singular path to success. You can't blog or tweet your way to bestseller lists, though social media helps you in a coordinated and comprehensive approach to the media, consumers, and retailers.

Which social media is important? It depends on how often you use it, how you use it, and the results generated from it. Generally speaking, you need to utilize more than one platform, and often they work together. For instance, you may blog two or three times a week and tweet about your posts and link your blog to your website and also post additional items on Facebook, Instagram, Pinterest, Tumblr, or YouTube.

How important is search engine optimization? SEO has always been the key to how searches generate your name. A higher-traffic blog or site comes up higher on searches. So do ones loaded with lots of content and the rich use of key words. Most people do not really know how to implement proper SEO and many companies use questionable tactics to juice your SEO for a short period of time (for a fee). There aren't a whole lot of ethics attached to the process. You just have to have an awareness that SEO is just as important as anything else that you do and to be willing to give way to a pro or paid ads in order to come up high on search engines.

What are the most common mistakes made by authors in regards to publicity?

Getting started too late.

Failing to have a real plan.

Not implementing their strategy effectively.

Failing to pay for help.

Being overly optimistic or pessimistic.

Expecting people to find their book without promotions.

Assuming their publisher will do more for them.

Getting discouraged after early failure in the process.

Relying too heavily on one tool or area instead of diversifying.

Trying to promote an inferior product.

Not willing to do all that it takes to be successful.

What else do they do wrong?

Failing to update their site often and well.
Forgetting to ask for the sale.
Not nailing the 15-second elevator speech.
Failing short in both time and creativity with social media.
Using shyness as an excuse.
Making bad assumptions and then letting them dictate at your actions.

What are some best practices when it comes to social media?

First, do it. Do it often and do it consistently.
Second, use images to support your words.
Third, respond to those who query you or comment on posts.
Fourth, look to build yourself up and not tear others down.
Fifth, come off as sharing substantive content and not just a commercial for your book.
Sixth, use catchy headlines, subjective lines, photo captions, etc.

What else must I do?

Build a mailing list
Google yourself and manage your online reputation
Key word research is needed- go to Google, Wordtracker, or Market Samurai
Try all kinds of social media, not just the most popular sites
Do everything successful authors do AND do something they don't do

The FAQ could be 110 questions. I chose the above 10 just to initiate you into common questions that arise for all of those looking to promote a book. The answers could each take a blog post to answer, but hopefully this overview gives you some ideas and guidance. 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

Sales presentations for large-quantity sales may be given sequentially, over a period of time. You might begin with a one-on-one discussion to generate initial interest. But the decision process for a large order is usually made by several people, you may have to return to meet with others. In this case, sales presentations have a layering effect where each one builds upon the foundation you created in the one before it.

APSS Chapter Spotlight -- The Santa Clarita Chapter of the Association of Publishers for Special Sales



Willa Robinson is the President of the APSS chapter in Santa Clarita, CA. She is also the founder, visionary and publisher of Knowledge Power Books, a positive and inspirational book publishing company dedicated to publishing books that educate, inspire and motivate children, young adults and adults to be a positive and productive force in our society.

She is the author of *I Will Be a Teacher When I Grow Up*, the first book of the I Will Be empowerment series for children ages 4 to 10, but appropriate for children of all ages and ethnicities. Her goal is to publish a book for every conceivable career and occupation so children can make excellent choices for their future. Other books of the series coming soon are *I Will Be a Lawyer When I Grow Up*, *I Will Be A Nurse When I Grow Up* and *I Will Be A Doctor*

When I Grow Up. Mrs. Robinson believes it's never too early to help children think about their future careers. In 2010, she expanded their publishing division and launched, Knowledge Power Books to publish books for other authors and is currently working with seventeen new authors. To date, they have successfully published twenty-three books. Prior to starting the book publishing business, Mrs. Robinson was a newspaper advertising executive for more than thirty years.

Contact Willa at WillaRobinson@bookapss.org for more information about the Santa Clarita chapter

These 10 Grammar Gaffes Are Making You Look Like a Blogging Blockhead Marisa Smith



Blogging is like the Matrix, and grammar is like physics. Within the Matrix, you can break certain rules—if you know how to play the game. But it can be a deadly game if you don't know what you're doing.

Okay, well, maybe the metaphor breaks down a little bit here. But the point is, if you don't know what you're doing grammatically, there will be consequences—even in the blogging world. In this case, you can end up looking ignorant and your thought leadership goes quickly out the window. That's the last thing you want when you're trying to create valuable content that educates your target audience.

Want to come off as a trustworthy pro who knows their stuff? Make sure you're not falling prey to these grammatical gaffes.

1) Apostrophe abuse. Let's be very clear here. There are only two reasons to use an apostrophe. Either you're mashing two words together (like "don't" or "would've"), or you're using a possessive ("Steve's apple"). NEVER use an apostrophe to make a word plural ("Banana's \$1.49") or for years ("The 1960's").

2) Misplaced quotation marks. This happens a lot because nobody seems to talk about it, but it's not too tough to remember. At the end of a quotation, put quotation marks AFTER a period or comma but BEFORE a colon.

For a question, it's a little trickier. If the whole question is quoted, put the quotation marks AFTER the question mark. If you're quoting something only as a part of the question, the question mark goes outside of the quotation marks (for example, who sang "Yellow Submarine"?). British rules may differ.

3) Comma catastrophe. Don't overuse commas. In general, if you can easily understand a sentence without a comma and the meaning doesn't change, then don't use it. Here's a couple of times when you should use commas, and one when you shouldn't.

- Use commas to separate adjectives of equal rank. If you can use adjectives interchangeably and insert "and" between them, they need a comma ("Our feet sank in the cold, wet sand.").
- Use commas on both sides of a parenthetical phrase ("The restaurant, which was just remodeled, was packed.").
- DON'T use commas to separate two statements that work fine on their own. That's called a comma splice, and it's rampant in online content. Use a period, semicolon, or em dash instead.

4) Run-on sentences. Avoid run-on sentences to explain a complicated concept, or two closely related concepts, by joining several phrases together with commas (or parentheses), and thus leaving your reader confused and wondering where this was going in the first place (see what I did there?).

Separate two independent thoughts with a period, comma, or semicolon. Break up long sentences. Read your content out loud. If you have to take a breath in the middle of a sentence, it's too long!!

5) Me, myself and I. Possibly the quickest way to sound uneducated is to use "I" when you should use "me." The irony is that most people incorrectly use "I" to sound smart. Need help figuring out if you should say "Mike and I" or "Mike and me"? Easy – just get rid of Mike! If you would say "me" without Mike, then say it with him too ("Mike and me").

6) Subjects and verbs just can't agree. Verbs should match their nouns. Singular verbs shouldn't be used with plural nouns. Grammatically speaking, words like "each," "every," "everybody," "nobody" or "anybody" are singular: they refer to just one person or thing. Make sure your verbs are singular too. Similarly, "Three hundred dollars is a bit expensive for one meal." Obviously.

7) Farther/further. "Farther" is used for distance or time. "Further" is purely logical/conceptual. If you take an argument farther, you're moving it to another location. Don't ever park your car further down the road!

8) Fewer/less. If you can count the number of items, you have fewer. If you have a non-specified amount, it's less. So you can have less time, or fewer days. All those 12 Items or Less checkout lanes? You should never see anyone in them, because no one can have "less" items!

9) Different than/from. Words like "better" and "yummier" are used to compare two things, so you should use "than" with them (i.e., Twinkies are better than Donuts). "Different" is, well...different. "Different" is used to show a distinction – you're setting something apart from something else. So you say X is different from Y.

10) Impactful. This isn't a word. Don't use it. It's a made-up buzzword for which we can thank the marketing industry. Argh, those impactful marketers!

For more information about Marisa Smith go to
<http://www.business2community.com/author/marisasmith>

Should You Rely on Intuition When Making Marketing Decisions?
By Brian Jud



As publishers, we make decisions every day that impact the future of our business. And as small-businesspeople we tend to rely on our experience and gut feelings rather than upon external objective data. But by relying too much on intuition we reinforce the assumed precision of our decision, and possibly inhibit innovative thinking.

Trusting your gut when making marketing decisions is not bad in itself. The problem is that if you have not tested your intuition by going against it periodically, how do you know if it is helping you make the right decisions? You may only be reinforcing your closely held preferences.

There are three things you can do to check the accuracy of your automatic decision-making process. First, have a long-term perspective. Second strategically choose objectives, and third, consider multiple options for reaching your goals.

Plan beyond the near term

Creating plans for the next year or two is relatively easy. The process is based upon historical information or on the results of similar titles. You know the new titles you have in the pipeline and your distribution channels are in place. While these facts can guide the decision-making process they should not be sole criteria.

So why plan through the “fog of the future” where the business circumstances are less clear? It is because the distant future is murky that you should plan for it. Provisional plans help you respond to changing conditions rather than reacting to them. Here are some things you can do to help clear the fog.

Instead of applying hindsight to the cause of a past failure (postmortem), imagine a future malfunction and analyze its cause (premortem). Play the Devil’s Advocate to identify potential problems and then devise actions that will avoid those results. Then play the Angel’s Advocate and prepare alternative plans and exit strategies.

Another way to create your future is to formulate three potential futures: the good, better and best forecasts of revenue three to five years from now. The middle ground could simply be the average of the two plausible, perhaps unlikely extremes. But this process forces you to at least consider different scenarios.

You can perform either of these techniques with your employees. Or, participate in a mastermind group for an outside perspective. People unassociated with the outcome of your decisions may be in a better position to see and vocalize potential obstacles and opportunities.

Once you complete your future plans, put them away for reconsideration later. It may only be a week, but give yourself some time to reflect upon the variables that led to your decisions. Will the author be as heavily involved in promoting the title as you originally predicted? Will you get the retail-shelf placement you assumed? What if it takes longer than expected for that corporate sale to close? Is your sales team capable of steering the large-quantity sale through the negotiating process? How will the answers to these questions change your initial plans?

Create strategic objectives

Creating your long-term plan is like laying tracks for a train. It keeps you heading in the right direction, but it does not create the power behind your progress. Clear, measurable and time-destined goals clarify your destination and generate the energy to keep you moving toward them.

Many publishers limit themselves by defining a major target such as unit sales or gross revenue simply as a percentage increase over last year's performance. However, there is a better path to greater results, and that is to build objectives for sales, revenue and profit for each title, one market at a time.

Create three matrices similar to that shown below -- one for unit sales, a second for gross revenue and the third for profits. Then fill in the intersecting areas with the unit or dollar figures you predict. This forces you to consider how you will generate profitable sales by title, within each market.

	Title A	Title B	Title C
Market A			
Market B			
Market C			

Increase your tactical options

You cannot control sales and revenue, but you can influence them. Place your attention on the actions you can take to realize your objectives. Decide which of those you can implement to improve your product development, pricing, distribution and promotional practices.

These decisions can be no better than the best options under consideration. Therefore, a key to better decisions is to have more options from which to choose. The exercise above facilitates decision making by forcing you to think about how you are going to reach your targets for each title and market. It requires that you think about where and how you will generate profitable sales.

You can weed out those titles that are not destined to succeed in any particular markets, so these matrices yield a critical mass of options for sound decision making. Yet, people tend to pay attention to what they can easily evaluate by framing decisions with answers to yes-no questions, such as, "Should we sell Title B in Market C?" A technique to broaden the discussion is to follow a yes-or-no answer with, "Why?" or "Why not?" Another factor that limits options is asking questions like, "Should we sell through chain stores (bricks and clicks) or sell through independent stores, too?" This forces a choice between two familiar options. Instead ask, "In how many other places can we sell our books?" Or, "What if there were no bookstores? Where and how would we sell?" Questions like these force you to expand your thinking to non-traditional outlets, both retail and non-retail. Adapt this technique to help plan for the long term by asking, "What if this (pertinent) current trend continues. Where and how will we generate revenue?"

Anticipate good, better and best futures, establish stretch objectives and generate multiple actionable options. Your decisions can directly and positively impact your sales, revenue and profits for many years to come.

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 Brian Jud

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
2% OF SALES ARE MADE ON THE FIRST CONTACT
3% OF SALES ARE MADE ON THE SECOND CONTACT
5% OF SALES ARE MADE ON THE THIRD CONTACT
10% OF SALES ARE MADE ON THE FORTH CONTACT
80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

Marketing Claims that Overstate Your Case

By Jeff Davidson, MBA, CMC



The temptation among aspiring authors to embellish their marketing literature with grandiose claims is widespread. I've observed that newbies whose credentials are still developing sometimes are prone to make grandiose claims on self-published books such as, "The world's leading ..." "One of the most popular..." or "The #1 book on..."

Use of absolute terminology such as *best*, *first*, *most*, *most outstanding*, and *greatest* are difficult to prove and generally are fallacious. Put yourself in the shoes of others. If you speak professionally, is a bureau going to take a risk by submitting your material, strewn with superlatives, to a meeting planner who has perhaps seen and heard it all? Even with meeting planners who are relatively new in the position, the flags go up the moment they receive literature adorned with grandiose claims.

What about when you're not employing absolute terms such as first or best, but your descriptive literature nevertheless come off as grandiose? Consider the following:

- * One of the fastest rising stars in the industry...
- * Among the world's leading authorities on...
- * Outstanding content...
- * One of the most sought after authors...

Problems abound with this type of terminology as well because, on its face, the information is unsubstantiated. If you can succinctly answer the fundamental question, "according to whom," then you might have something. Did an industry magazine refer to you in such a way? Do you hold a confirming trademark? Does a professional association, in print, regard you as their industry guru? Has your book actually appeared on the *New York Times* Best Seller list (and not as a one-day Amazon phenomenon that you orchestrated)?

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.

Attending Writers' Conferences Put Authors on the Road to Success

By Scott Lorenz



There are several good reasons why writers should invest the time and effort required to attend writers' conferences.

Attending a writers' conference only takes a few hours, or a couple days at the most, a small investment, and a little effort to register and arrange travel and lodging, but the payoff can be big.

Attending a writers' conference gives you a great chance to pitch your book, learn about the major publishing houses, meet book editors, agents and book marketing specialists. If your book is six months or a year from being finished, you can meet people who will give you valuable ideas on shaping your book and provide other advice to help you wrap up your project when you return home.

Or maybe you have been working on your book for a few months and are feeling insecure or unsure whether you really can be a published author. Attending a conference is a good way to get a reality check from book editors to get a professional opinion on your plot and characters and to determine whether you are on the right track.

Most importantly, attending a writers' conference provides you with an opportunity to learn about the publishing business from fellow authors. You will also get honest and helpful professional assessments from book editors that will be more than worth the cost and effort of attending the conference.

Of course, you will want to prepare for any writers' conference you attend by having a plan of what you want to find out and what you will do while there. You will want to develop an 'elevator pitch' of your book that you can deliver in 30 seconds. Have a one pager available with your book cover, author headshot, short 50 word synopsis, short bio, website URL, Twitter handle and your contact information. You never know who'll you'll meet so be prepared for that moment.

Now that you are ready, here are some writers' conferences that you should consider attending:

Willamette Writers Conference

Aug 7-9, 2015

<http://www.willamettewriters.com/wwcon>

Fifth House Lodge: The Remembered Self: A Weekend Workshop

Aug 15 – 16, 2015

<http://www.fifthhouselodge.net/calendar.cfm>

San Francisco Writing for Change Conference

Sep 12, 2015

<http://www.sfwritingforchange.org/>

Kentucky Women's Writers Conference

Sep 11-12, 2015

<http://www.womenwriters.as.uky.edu/>

American Christian Fiction Writers Conference

Sept. 17-20, 2015

<http://www.acfw.com/conference>

Florida Heritage Book Festival & Writers Conference

Sep 24-26, 2015

<http://www.fhbookfest.com>

Southern California Writers' Conference

Sep 25-27, 2015

<http://www.WritersConference.com/la/>

Chicago Writers Conference

Sep 25-27, 2015

<http://www.chicagowritersconference.org/+>

St. Augustine Writers Conference

Oct 1-6, 2015

<http://staugustinewritersconference.com/>

Write on the Sound Writers' Conference and Pre-Conference

Oct. 2-4, 2015

<http://www.writeonthesound.com/>

Breathe Christian Writers Conference

Oct 9-10, 2015

<http://www.breatheconference.com/home/>

New York Writers Workshop: Pitch Conference & Workshops

Oct 16-18, 2015 Nov 13-15, 2015

<http://www.newyorkwritersworkshop.com>

Castle Rock Writers Conference

Nov 6-7, 2015

<http://www.castlerockwriters.com/>

Select a writers' conference of interest to you and be prepared to enjoy the benefits of meeting other writers, acquiring knowledge you can use immediately, learn about different genres, find a new market for your book, elevate your professional effectiveness, meet editors, agents and publishers, become inspired and return home energized.

The Bottom Line: Make a commitment to attend at least one writers' conference in 2015. You'll be glad you did!

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

Tips for Tips Booklets
Paulette Ensign



Recently a high-level consulting client reported results most people who present seminars, workshops, and keynotes dream of having. He had people eating out of his hand, hanging on his every word, wanting to follow him home! He became an irresistible magnet as people asked about his availability to come speak to their group, their company, their team, their board retreat. Of course you're wondering what prompted all that enthusiasm and excitement that he and many other clients are experiencing, aren't you?

It's something that securely, easily, and effortlessly positions and promotes you as the expert you are, helping people all along the way. It lets you simply flow toward the people who want what you have rather than leaving you feeling like you are working hard to push a rock uphill.

Yes, it's your tips booklet. It represents you and your expertise. The booklet is small in size and powerful in continuously being a marketing tool for you and your company. Your tips booklet can be one of the largest income generators you have if speaking is part of your business or you want it to be.

Imagine someone glancing through your booklet, seeing your how-to tips that relate to one of several workshops you present or keynote speeches you offer or business retreats you facilitate. That person is a decision maker or influencer for their company, department, association, or other organization. Your booklet has accomplished several things simultaneously in this situation.

Among those things:

- It quickly and succinctly taught a specific lesson from your knowledge base.
- You introduced yourself and your expertise easily and non-intrusively to the person reading it.
- Your booklet gave the message that you and your information are readily accessible.
- The booklet distinguished you from among those who lead with a potentially burdensome full length book

Many booklet authors (including the one mentioned earlier) have heard spontaneous reactions from people that sound like "we ought to bring you in to speak to our people," or "do you ever do workshops on this information?" or "I'd love to hire you to consult with my team about this."

That tips booklet of yours accomplishes all the best of what you work and hope for when you connect with those decision makers like the one who is standing in front of you, holding that booklet you wrote. Your booklet becomes the magic key to the kingdom, getting you past any gatekeeper at a company or committee at an association. It's the secret sauce that costs you a fraction of the time and money it takes to track down the right person to talk to on the phone or face to face, or for you to write that full length book that you may or may not ever get to.

Imagine how much easier it is when that ideal person happens upon you from your booklet somewhere out in the world in the normal course of your week, and how you feel when you rightfully say "let me check my calendar to see if those dates are available" - and really mean it!

ACTION - Consider the various speaking topics or workshops you already do or want to do. Each one of them is full of how-to's that you are teaching your audience, no matter how many people are in the room or how long the session. You have more information than you'll need to create a tips booklet that samples the various topics you present. It is completely possible for you to create the content and have the graphic design for your manuscript done within one week. Yes, one week, while

still living your life and handling everything else that needs to be done. And if that enthusiastic person holding your booklet has no budget to hire you as a speaker today, or their conference just happened, you can always let them know the booklet is available for them to invest in in quantity for delivery to their company right now until the time is right to schedule you to speak.

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

Reaching Readers: 15 Top Tips on Crowdfunding

By Sandy Osborne



Photo caption: Sandy Osborne with the team from SilverWood Books, who helped her self-publish both her Girl Cop novels (Photo: Rebecca Millar)

1. There are various crowd funding sites. They all have different rules. With some sites, such as Kickstarter, it's all or nothing – you have to reach your target or you don't get anything. Pubslush allows you to set a minimum goal which you get if you don't reach the final target.
2. You definitely need to have a video – some of my backers stated that the video was what made them pledge!
3. Rewards need to be simple and clear and include a range of prices to suit all budgets. I recommend setting the price range in clear, neat steps (multiples of 5 and 10 only), with a maximum of six prices overall.
4. Rewards need to offer value for money. Think about what you would expect for your money, if you were a potential supporter. Try to offer rewards not available elsewhere (I offered pens and notebooks bearing the distinctive branding established for the first in this series of books, Girl Cop.)
5. Include a 'big reward'. When I included one costing £500 to have a cameo character named after them (or a name of their choice with sensible conditions), an old school friend snapped it up in the first few days of the campaign!
6. Once the big reward has gone, add another 'big' reward. I added a reward of tickets to my launch plus overnight accommodation and a meal at a local restaurant. That was snapped up too!
7. Be prepared for the pledges to plateau midway and don't panic – just keep going.
8. If you know any other authors running campaigns at the same time, ask whether they're willing to do reciprocal pledges.
9. Tweet like never before and engage on FB with all your old friends, including your crowdfunding link with every message. You'll be amazed which ones support you and which ones don't!
10. On the first day of your campaign, send an email with a link to your crowdfunding page to everyone on your author mailing list. Don't do it before the campaign goes live, because some will want it to act on it straight away and may not remember to go back later after the launch.
11. Re-send the email in the last few days of the campaign, with a polite update to remind those who have not yet pledged.
12. Text everyone in your contacts list. Again you'll be surprised who responds and who doesn't.
13. Ask your local media to do a piece on you. I have found that if I write the article for them and

send a high resolution photo, they are more likely to run it. Ask your local radio for an interview too.

14. Be prepared to be more pushy than normal. That's not easy for some.

15. Finally, make sure you keep people updated and THANK them when it's all over!

About Sandy Osborne

Sandy is a serving police officer with 20 years' experience in the British police force. She has written articles for regional and national magazines. "Girl Cop" was her first novel, "Girl Cop in Trouble" is the sequel, and a third book is now under way. Sandy also offers author talks relating the story behind the books and her journey to publication, which she intersperses with excerpts of her writing and anecdotes from her police career. Find out more about Sandy via her website, www.sandyosborne.com.

Know your costs before you begin negotiating

By Guy Achtzehn



When you are negotiating a large sale of books, you may subconsciously calculate the huge sum of money you may receive. Then your prospect offers you a check in that amount. Do you take it and get the order? Unless you know in advance whether or not that amount constitutes a profitable sale, you may yield to temptation, accept the payment and lose money.

A negotiated sale must be good for both sides if it is to set the stage for a long-term relationship with recurring revenue. Before you enter a negotiation, determine the boundaries of an optimum order for you. This is your Best Negotiated Outcome (BNO), your knowledge of what you can sacrifice in the negotiation process and still make a profit.

Prior to any negotiation, consult your printer to learn your book's printing costs at a variety of quantities. Learn the cost to customize your books if you have to add the customer's logo to the cover, or insert a page with their message. How much time is needed to print and ship various quantities? The buyer typically pays the shipping charges, but be familiar with approximate transportation charges at different quantities.

This preparation serves you well in two common circumstances. Your prospect might say, "What is my price and delivery date for 10,000 books printed with our logo on the cover?" You can answer quickly and correctly, and close the sale on the spot. Conversely, your prospect may say, "If you can deliver 10,000 customized books in four weeks for \$3.00 each, I'll give you a check now." You will know immediately if those terms comprise a profitable order. Then you can either accept or counter.

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

APSS Partner Profile

Northern California Publishers Association

Northern California
publishers & authors

Supporting and Encouraging
Independent Publishing in Our Region

Northern California Publishers & Authors (NCPA) is an alliance of independent publishers, authors, and publishing professionals in Northern California. Our purpose is to foster, encourage, and educate authors, small press publishers, and those interested in becoming authors and publishers.

For us, growth isn't a choice. We have too many excellent publishers and authors. Northern California must be the most fertile place in the country for growing creativity. Our talented members are the best force around to expose, educate, and exploit new media and new technologies. The "old way" of publishing books leaves important needs and opportunities unmet.

We started in 1991 as the Sacramento Publishers Association (SPA). The organization was formed by a group of independent publishers who wanted to increase their professionalism by pooling their knowledge and resources. In 1993, the group formalized its structure with officers, and in 1994 held its first Awards Gala.

In October 2001 we changed our name to Sacramento Publishers & Authors, recognizing that many of our members were authors as well as publishers, and in 2004 the change to Northern California Publishers & Authors acknowledged the regional compass of the organization's membership.

Web Site: <http://www.norcalpa.org>

President: Dennis Potter

dennispotter56@aol.com

Upcoming Marketing Events

Expand Your Reach by Getting Featured on Podcasts in Your Niche

By Dvorah Lansky

Thursday, June 11 6:00 pm Eastern time

As authors we are always looking for ways to reach more readers. Did you know that with a podcast you can multiply your reach and syndicate your message? It's true! Join us for this exciting webinar as book marketing expert Dvorah Lansky, M.Ed. shares how authors can benefit from podcasting.

Sign up at: <http://tinyurl.com/lsp8e2c>

Mid-Year Marketing Checkup

By Brian Jud

Thursday, June 25 6:00 pm Eastern Time

Are you on target to reach your annual goals for sales, revenue or profit? Don't wait until the end of the year to find out. Now is the time to learn if you are on the right path, and heading in the right direction. If you evaluate your relative progress now, you still have time to make any necessary corrections to get back on track. During this webinar Brian Jud will show you how to do that. This is your opportunity to evaluate your goals, re-energize yourself and map your actions for the remainder of the year.

Sign up at <http://tinyurl.com/laja7gr>