



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 6, Number 26 June 2015

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

APSS Update from the Executive Director - Brian Jud



Association of Publishers
for Special Sales

APSS has reached an agreement with AMP to create a program to find and contact potential buyers for you -- automatically

AMP can find your potential buyers in bookstores, libraries, businesses, media, associations, movie producers and more. Then create and send an email with your customized message to these targeted, interested prospects. Special discount for APSS members.

[Webinar describing the program](#)

[FAQ](#)

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APSS Tip for Finding Potential Non-Bookstore Buyers

You may think that you cannot compete with an experienced sales people. I have been “on the other side of the desk” in corporate marketing positions and I know that a person with passion and solid preparation will persuade more effectively than will a polished presentation from a listless, uncommitted source. Your conviction that your proposal is a wise and considered alternative will more than make up for your lack of formal sales training.

Top Ten List By APSS

Don't Believe Everything You Think

Our past experiences skew the ways in which we make judgments and decisions. However, our experiences are the result of how we interpreted an event or circumstance. Further complicating the decision process is that our analysis is distorted by our biases and the result may or may not have had anything to do with the reality of the situation. Here are the **Top Ten Ways to Learn From Mistakes**.

1. Publishers are outcome oriented – a book was a success or it wasn't – and we laud our successes and ignore the failures. A better technique is to analyze the process leading to the result. A good outcome can lead us to stick with a questionable strategy that worked this time, and a bad outcome can cause us to change or discard a strategy that may actually be better, except for this time.
2. If we don't learn from our mistakes we may be fooled into thinking we have more control over our success than we actually do.
3. Honest feedback is essential for making better decisions in the future. But if our intuition is distorted by our interpretation of our past (good or bad) we may sabotage how we evaluate evidence.
4. Predictions based on experience make the assumption that the future will resemble the past.
5. Just because something is obvious after the fact doesn't mean it could have been predicted.
6. Recognizing a potential problem requires a different approach than solving an actual problem.
7. The goal of learning should dominate the natural tendency to assign blame – on yourself or others.
8. "Creative conflict" enhances decision-making. It is better to learn about problems from colleagues when there is still time to fix them than from the market when it is too late.
9. Perform a premortem (vs. postmortem) by imagining yourself in the future and experiencing some problem. Use "hindsight" to think about how to avoid it.
10. Focus, but not too much. If you over-evaluate a situation too much or long you may lose out on an unexpected opportunity.

APSS Tip for Negotiating Large-Quantity Orders

When negotiating a sale, you are by definition a salesperson. But do not think of it as an adversarial position. You are allies working toward a mutually beneficial result that is currently unknown. The negotiating process is simply a discussion of the issues until that result becomes obvious.

What Will Make The Media Want To Talk To You? **By Brian Feinblum**



When pitching the news media, one can employ any number of styles and call upon a variety of pitches. What will work best to get you that interview?

Customized pitches work the best. Know what media outlet you're talking to and know more about the specific producer or editor that you are contacting. What do they tend to like? What's been done by them lately?

Know the news cycle. Is there a big story out there that your book can shed light on? Is there a holiday or relevant anniversary coming up that you can tap into?

Are you leading with the fact a problem exists – or that you have a solution? Many people will complain about an issue heavily, but go lightly on their prescription. It should be the other way around.

Do you emphasize credentials and tell them who you are and why you're uniquely qualified to share

an advanced perspective on matters of concern?

Can you give a proportioned perspective to the media and put into context the magnitude of the issue you want to discuss? Will they understand its significance and relevance? They need to see that what you discuss will not only impact a lot of people, but especially those in the demographics of their viewers, listeners, and readers.

What you deliver to the media depends on your method of delivery. Are you seeing them in person? Talking by phone? Mailing a package? Emailing something? If you see them in person, your appearance, body language, voice, and presentation mannerisms influence their views. If you call on the phone, your voice and level of energy will need to sell it. If you mail a package, the book will speak for itself – along with supplemental materials, clever packaging, and attractive trinkets. Email relies on words – and sometimes images – to sell it – but avoid cluttering them with endless clickable and downloadable junk.

The media needs to hear certain things early into the pitch or they move on. They want to succinctly know who you are and what you have to offer. Kill the fluff and hype, hold the story telling, and get to the point. They operate under extreme pressures and lack time – always.

Use key buzzwords that draw attention. Someone didn't pass on – they dropped dead from a violent heart attack. Someone didn't sleep their way to the top – they screwed or screwed over anyone that stood in their way. Someone didn't lose 150 pounds in three months with a cool diet – they lost half their body mass in just 90 days by utilizing a revolutionary diet that calls for dieters to eat fiber-rich foods. Your book doesn't tell people how to save for retirement – it shows anyone in any career how to retire by age 60 and be a millionaire.

Have examples ready to support your ideas, claims, and predictions. The media not only wants to hear validation for your bluster – it wants to reference them for a story.

Create a villain – and be the hero. The media loves drama and controversy. Present them with a good-bad confrontation.

Hit a key touch point. I don't care what your book is about or which media outlet you are pitching. We're all human. Did you reference sex, money, travel, family, or death? These are driving forces – toss in emotion, curiosity, power, and crime for good measure.

Remember, most media has an agenda, whether it be to serve its followers, advertisers, ownership's business dealings, the politics of the media outlet, or the existence of competition. Find the things that a media outlet cares about and fill the void.

Finally, communicate with enthusiasm, passion, energy, vision, and confidence. You are a force and a voice – let the media know it!

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

Remember the KISS theory (Keep It Straightforward and Simple) and keep your presentation straightforward and simple. Strive to communicate, not impress people with your vocabulary. A loner presentation is not always a better presentation.

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



Mary Neighbour is the President of the most recent APSS chapter to be organized – Apss-Santa Fe. Mary and her husband Andrew own and operate MediaNeighbours, a successful publishing services company. Chiefly working with New Mexico authors, artists, and nonprofits, MediaNeighbours provides writing and editing, design and production, and marketing and promotional assistance to all who want to create books. Knowledgeable in both print and digital prepress processes, they specialize in memoirs, self-help, art books, and other books with distinct niche marketing potential.

Mary and Andrew care about their clients' stories, and the books produced from these stories have garnered National Indie Excellence Awards (NIEA), the Eric Hoffer Award, the Montaigne Medal, the Global EBook Awards, and the 50 Great Writers You Should Be Reading Awards.

An award-winning writer herself, Mary is passionate about how words are used. As a veteran book editor with more than twenty-five years of experience, Mary knows industry standards and ensures that manuscripts are professional in every aspect. With calm, insightful, supportive guidance, she lends wings to an author's prose and concepts. And her training in layout and design stretches back to the days when Adobe InDesign was PageMaker.

Continuously producing her own creative works, Mary's short fiction has won awards, including the 2009 William Van Wert Short Fiction Award for her story, "Gray." In 2006 the [Toby Press](#) published her first book, *Speak Right On – Dred Scott*, a neo-slave narrative. In 2007 she gave a presentation to the Library of Congress on the 150th anniversary of the Supreme Court decision in the Dred Scott case. The [webcast](#) of this talk is available online.

Contact Mary to help organize APSS-Santa Fe: (mary@medianeighbours.com) or Phone: (505)474-6309

To join the Santa Fe Chapter of APSS go to:
www.bookapss.org/JoinAPSSSantaFe.doc ;

7 Habits of Incredibly Happy People by Gregory Ciotti



While happiness is defined by the individual, I've always felt it foolish to declare that nothing can be learned from observing the happiness of others. In our day-to-day lives it is easy to miss the forest for the trees and look over some of the smaller, simpler things that can disproportionally affect our happiness levels. Luckily, we can go off more than just our intuition; there are lots of studies that aim for finding the right behavior that leads to a happier life. Below, we take a look at some of the more actionable advice.

1. Be Busy, But Not Rushed

Research shows that being "rushed" puts you on the fast track to being miserable. On the other hand, many studies suggest that having nothing to do can also take its toll, bad news for those who subscribe to the *Office Space* dream of doing nothing.

The porridge is just right when you're living a productive life at a comfortable pace. Meaning: you should be expanding your comfort zone often, but not so much that you feel overwhelmed. Easier said than done, but certainly an ideal to strive towards.

Feeling like you're doing busywork is often the result of saying "Yes" to things you are not absolutely excited about. Be sure to say "No" to things that don't make you say, "Hell yeah!" We all have obligations, but a comfortable pace can only be found by a person willing to say no to most things, and who's able to say "Yes" to the *right* things.

You should be expanding your comfort zone often, but not so much that you feel overwhelmed.

2. Have 5 Close Relationships

Having a few close relationships keeps people happier when they're young, and has even been shown to help us live longer, with a higher quality of life. True friends really are worth their weight in gold. But why five relationships? This seemed to be an acceptable average from a variety of studies. Take this excerpt from the book *Finding Flow*: National surveys find that when someone claims to have 5 or more friends with whom they can discuss important problems, they are 60 percent more likely to say that they are 'very happy.'

The number isn't the important aspect here, it is the *effort* you put into your relationships that matters. Studies show that even the best relationships dissolve over time; a closeness with someone is something you need to continually earn, never treat it as a given. Every time you connect with those close to you, you further strengthen those bonds and give yourself a little boost of happiness at the same time. The data show that checking in around every two weeks is the sweet spot for very close friends.

3. Don't Tie Your Happiness to External Events

Humility is not thinking less of yourself, but thinking of yourself less. —C.S. Lewis

Self-esteem is a tricky beast. It's certainly good for confidence, but a variety of research suggests that self-esteem that is bound to external success can be quite fickle. For example, certain students who tied their self-esteem to their grades experienced small boosts when they received a grad school acceptance letter, but harsh drops in self-esteem when they were rejected.

Tying your happiness to external events can also lead to behavior which avoids failure as a defensive measure. Think of all the times you tell yourself, "It doesn't matter that I failed, because I wasn't even trying." The key may be, as C.S. Lewis suggests, to instead think of yourself less, thus avoiding the trap of tying your self-worth to external signals.

4. Exercise

Yup, no verbose headline here, because there is no getting around it: no matter how much you hate exercise, it *will* make you feel better if you stick with it. Body image improves when you exercise (even if results don't right away). And eventually, you should start seeing that "exercise high" once you're able to pass the initial hump: The release of endorphins has an addictive effect, and more exercise is needed to achieve the same level of euphoria over time. So make it one of your regular habits. It does not matter which activity you choose, there's bound to be at least one physical activity you can stomach.

5. Embrace Discomfort for Mastery

Happy people generally have something known as a "signature strength" — At least one thing they've become proficient at, even if the learning process made them uncomfortable. Research has suggested that mastering a skill may be just as stressful as you might think. Researchers found that although the process of becoming proficient at something took its toll on people in the form of stress, participants reported that these same activities made them feel happy and satisfied when they looked back on their day as a whole.

6. Spend More Money on Experiences

Truly happy people are very mindful of spending money on physical items, opting instead to spend much of their money on experiences. "Experiential purchases" tend to make us happier, at least

according to the research. In fact, a variety of research shows that most people are far happier when buying experiences vs. buying material goods.

7. Don't Ignore Your Itches

This one is more anecdotal than scientific, but perhaps most important.

When the Guardian asked a hospice nurse for the Top 5 Regrets of the Dying, one of the most common answers was that people regretted not being true to their dreams:

This was the most common regret of all. When people realize that their life is almost over and look back clearly on it, it is easy to see how many dreams have gone unfulfilled. Most people had not honored even a half of their dreams and had to die knowing that it was due to choices they had made, or not made. Health brings a freedom very few realize, until they no longer have it. As they say, there are seven days in the week, and “someday” isn’t one of them.

A Lesson From Jeff Bezos: Opportunity Before Product

By Guy Achtzehn



Many publishers first create a book and then look for ways and places to sell it. Instead, research the conditions that are best for growth and then define the product. Jeff Bezos provides an example as he evaluated the opportunities for creating an Internet business. He believed that E-commerce was the natural solution for a fragmented market with an enormous number of SKUs, a small shippable product and a stable supply chain characterized by many sellers served by a few, dominant middlemen. He was not an experienced publisher but opted for books as the product for Amazon.com because they were the rational choice under those conditions.

Apply this concept to your business. Do not simply choose a manuscript first, and then debate the form in which you will publish it: printed book or ebook and where it will be sold. Instead, evaluate the opportunity in five categories: market conditions, competitive activity, marketing actions, consumer needs and potential outcomes. Then make the choice of product form (pbook, ebook, audiobook, vbook, app) and where, when and how you will sell it.

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

Reinvent Your Publishing Company for Sustained Growth

By Brian Jud



As a publishing-company executive seeking long-term growth, you have an obligation to re-examine your business model and deploy your marketing capabilities in ways that create competitive advantage and long-term growth. Thus, you are confronted daily with the mission of running vs. reinventing your firm. It is not a situation facing only book publishers. The *Wall Street Journal* is cutting jobs and investing in new areas in a move seen as “the latest sign of how traditional news organizations are racing to transform themselves.” (*Wall Street Journal*, June 19, 2015, page B5)

You do not have to make enormous changes to your current model to exploit opportunities. All you may need is little exploration into different ways of reaching existing and potential buyers. For example, in addition to selling books only through book retailers and to libraries, you could generate

sales to corporations, associations, and schools. There are also non-bookstore retailers through which you could sell your products. These include gift shops, airport stores, military exchanges, supermarkets and specialty stores.

There are two elements on which to focus when creating a new business strategy: your business model and your marketing competence. Here is a matrix that points out how you can exploit these two variables to adapt your basic organization and reinvent your publishing company.

	Marketing Competence	
	Existing Marketing Competence	New Marketing Competence
New Business Model	Creative Finding new users and uses for content	Disruptive Selling content to non-retail buyers to solve business problems
Existing Business Model	Routine Selling books through bookstores	Expansive Selling books through non-bookstore retailers

Routine book marketing (Existing Business Model and Existing Marketing Competence). The most widely practiced book-marketing strategy is to sell books through chain and independent bookstores, either physical or online. Selling books to libraries is included in this category. The focus is on unit sales sold to the general public.

Most independent publishers operate in this quadrant, competing for shelf space, customers' wallets and media time. Books may be sold directly through online stores, but sales in brick-and-mortar stores are typically sold through a network of distributors and/or wholesalers. Unsold books may be returned for credit, and payment is generally made to the publisher in 90 – 120 days. Mass communication is conducted through publicity, reviews and social media, as well as media appearances and placement.

Expansive book marketing (Existing Business Model and New Marketing Competence). Some publishers seek to grow their businesses without significantly changing their routine business model. In this case they move to increase their unit sales by selling through non-bookstore retailers. Examples are gift shops, supermarkets, airport stores, military exchanges and specialty retailers. The business model is similar to routine book marketing.

However, this growth strategy requires additional marketing competence, since publishers must adopt a more-targeted marketing strategy, focusing on selling through outlets that attract potential buyers who are increasingly likely to want the book's content. Additionally, the publisher may need to find and work with new distribution partners. Publishers' representatives make sales calls on retail buyers to promote the use of their books as premiums. For example, a retailer selling gas grills may give a

barbeque cookbook with each grill as gift with purchase. Promotion is expanded to include more targeted publicity, advertising and sales promotion.

Creative book marketing (New Business Model and Existing Marketing Competence). Some more-adventuresome publishers are willing to move outside their comfort zone to focus on increasing revenue. They put their toe in the water by experimenting with a new business model, but do not have to significantly increase their marketing competence.

In creative book marketing, publishers can find new users and uses for their existing products (printed and ebooks), or sell their content in different forms. New distribution channels may be necessary, but traditional marketing techniques suffice.

For instance, a publisher selling job-search books in routine fashion could sell them to prison libraries and through college bookstores and military exchanges. Similarly, publishers could sell existing content in a different form through new or existing channels. An example would be adding a DVD to a cookbook, demonstrating the techniques described in the book.

Disruptive book marketing (New Business Model and New Marketing Competence). Publishers seeking greater sales, revenue and profits will disrupt their existing business activities and delve into the world of non-retail selling. Here, books are not sold off the shelf, but are sold to buyers in businesses, associations, schools and government agencies who use your books to solve a business problem. This is a parallel marketing strategy that does not replace work in the other three quadrants, but augments it.

For example, a marketing manager may want to increase sales of a product. You would demonstrate how giving your book away as a gift with purchase could do that. Associations want to increase revenue. Align your content with their cause for a cooperative marketing effort. Then show them how they could use your book as a fundraiser, or as a gift (premium) to people who join or renew their membership.

Disruptive marketing requires a new business model because there are no existing distributors or wholesalers to these end users. Your representative calls on people who purchase content -- the information in the books -- rather than books per se. Your representative finds the potential buyers, prepares and presents a proposal and then negotiates the sale.

Conclusion

There are ways to grow your publishing business without disrupting your existing comfort zone with drastic changes in your business model. Nor do you have to stretch the limits of your marketing competence. Change and expansion can be evolutionary rather than revolutionary. Simply be aware of the different growth paths and investigate potential opportunities.

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

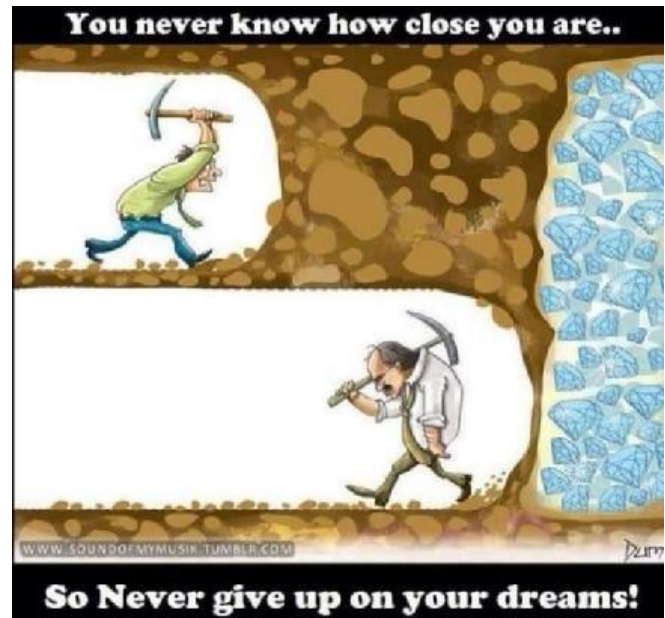
What's The Big Idea?
Editorial by Brian Jud

Special-sales (non-bookstore) marketing requires a long-term perspective

The sales process for a large order to a corporate buyer may take several years. They may initially test your title and then wait months or years before placing an order. Rarely are people in as much of a hurry to buy your books as you are to sell them; so be patient.

You are probably thinking, “If I don’t make it through the short term, there won’t be a long term.” That is like planting a seed and digging it up every few weeks to see if it is growing. You may create a Bonsai tree, but although it looks like the larger item it is only a miniature of what it might have been. Consider these points before seeking short-term sales in special markets:

- There is more at stake for buyers purchasing in large quantities, and corporate buyers in particular want to buy from people they know. It takes time to build the relationships that lead to large orders.
- Eliminate the *Ready. Go. Get Set.* philosophy that can lead to failure. Take the time to plan your marketing actions before you implement them.



- Research and test marketing can increase the likelihood of your success, yet both take time. But in the end, your efforts may be more profitable than if you proceeded without that pre-marketing feedback.

In bookstore marketing you need to show sales results quickly or your books are removed from the shelves. Price-cutting may be necessary to move books, resulting in lower profitability. In special sales, the focus is on long-term profit optimization vs. short-term profit maximization. This makes for a better all-around business strategy.

See the steps involved in a typical special-sales process at

www.bookapss.org/Salescycle.pdf

A Writer's Guide to White Noise Alternatives By Jeff Davidson, MBA, CMC



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

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

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

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

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 Tips Booklets

Paulette Ensign



What's your purpose in writing anything, whether it's a book, article, blog post, tips booklet, or anything else? Is it because you want to be rich and famous, or only rich or only famous? Do you want to primarily be helpful to people, which may or may not be easier to do once you are rich and/or famous. Do you have a message you want to spread, to reach as many people as you can?

By now you may have realized there are lots of ways to accomplish your purpose. Some of those ways take longer and are a lot of work. Yet others have a shorter path to greater results and can actually be a fun journey.

Remember those bits of brilliance you have to share with people, those bits that can become a tips booklet? Yes, there are traditional ways to compile and publish them, whether online or in hard copy. Creating a group of well-edited tips is also a valuable resource, a reservoir to tap for applying in truly endless ways.

A recent magazine article mentioned a person walking down a busy city street wearing a tee-shirt that had a how-to tip on it, with the website address of the tip originator right below the tip. One of the many people who saw the shirt visited the website which had exactly what the person was seeking, and a substantial sale was made --- all from seeing a person walking down the street wearing a tee-shirt with a tip and a website address on it.

Something similar happened from someone stopping at a traffic light in a local community, seeing the mini-van next to them. A pithy how-to tip and a website on that van triggered a huge sale that most likely would not have happened otherwise.

While a walking tee-shirt or a promotionally wrapped mini-van may not suit your company's image, the content you distribute, or you as the company owner, there are many other ways to expand your message, your reach, your revenue, and your overall enjoyment of what you are doing in your business. And you can do all of that by testing first and investing next.

The very first thing to do, though, is to create a file of how-to tips that represent your expertise. That is the piece of clay that can be shaped into many forms, some that come to mind more quickly than others. The tee-shirt and mini-van, while maybe not your choice, are easy to imagine once you've got the content. There are many more that are equally or even more effective for you, your company, and

your buyers.

ACTION - Create a file of how-to tips, telling the reader what to do, with a maximum of 30 words, though less is better. Realize that list can be licensed to companies and associations for them to use for their purposes, and also that you can offer in various formats - on jigsaw puzzles, in customized fortune cookies, on kites, as skywriting - with the website address of whoever is using the tip, whether that is you or your licensee. You will have extended your reach and made more money by repurposing those tips in ways you may never have imagined.

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

My Top 7 Free Stock Photo Resources

By Christina Hills



We all want our websites to be pretty and professional, don't we? The quickest way to make your website look attractive is to use great images. They also help set the tone of your site, grab your website visitors' attention, emphasize your points, and do so much more.

While there are many services that you can purchase great professional stock photos for a fee, the cost could add up if you need to purchase lots of images.

Thankfully, I've started seeing more and more free stock photo services. Below, I've listed my top 7 FREE stock photo resources. Hope this list will help you find the perfect images you've been looking for!

1. Morguefile (<http://www.morguefile.com/>)

Their photo collection is quite big, and I also like the easy search function. When you click on a photo, you'll also see the terms of use very clearly.

2. Pexels (<http://www.pexels.com/>)

They don't seem to supply their own photos, but pull in variety of free photos from various sites. Each photo clearly shows the original source along with the usage term, which is very handy.

3. Pixabay (<http://pixabay.com/en/>)

Pixabay's photo collection at this point doesn't seem as big as Morguefile, but the quality of many of their photos make it worth to visit their site when you are looking for "wow" images.

4. Wikimedia Commons (http://commons.wikimedia.org/wiki/Main_Page)

Mentioned a celebrity in your blog post? It's normally very difficult to find an image of famous people/celebrity that's not tightly protected by copyright. This is a great place to go to find such image that you can use (often with attribution).

5. Unsplash (<https://unsplash.com/>)

Although they don't provide any easy way to search for a photo, their photos are gorgeous and great to browser through for inspiration. All photos are in high-resolution. All public domain images.

6. 1 Million Free Pictures (<http://www.1millionfreepictures.com/>)

Another place where I often come across with very unique, artsy images. All public domain photos!

7. Stocksnap (<https://stocksnap.io/>)

Easy to search, and when there are many images that fit your search term, you can use handy sort tools they provide. All public domain images.

(Always remember to check the terms of any website to see how they allow you to use the images provided)

Christina Hills helps entrepreneurs setup their websites using WordPress without having to rely on a webmaster. Her trainings are fun and she makes it easy! Download a Sample Lesson from her WordPress Training Program at: <http://www.websitecreationworkshop.com/blog/design-tips/top-7-photo-resources/#sthash.i51580of.dpuf>

APSS Partner Profile

Small Publishers, Artists & Writers Network



The Small Publishers, Artists & Writers Network (SPAWN) provides information, resources and opportunities for anyone involved in or interested in publishing, whether they are an author, freelance writer, artist or own a publishing company.

President Kathleen Kaiser is an author, book publicist, web designer and marketer, co-founder of Pacific Institute for Professional Writing, President Kathleen Kaiser & Associates. Contact SPAWN at <http://spawn.org/> or 1129 Maricopa Hwy #142, Ojai, CA 93023

Upcoming Marketing Events

The Art of Crowdfunding for Books

By Amanda Barbara

Creating a professional and marketable book requires not only time, but money. Pubslush, a pre-publication platform that helps writers prepare to publish, will discuss marketing and financing your own books by crowdfunding.

July 9, 6:00 pm ET

Register at: <http://tinyurl.com/nc6adbj>