



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 7, Number 39 July 2016

Here is your July 2016 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

Announcing Bookstore Distribution for Approved APSS Members Through Midpoint Trade Books

Midpoint Trade Books has agreed to provide distribution for approved APSS members to bookstores and other non-bookstore retailers across the United States, United Kingdom, and Canada.

Midpoint generally does not accept single-title publishers. However, in this program Midpoint will consider distribution of printed books and ebooks by APSS associated publishers, even if the member-publisher has only one title on their list. In addition Midpoint reserves the right to reject any book if production standards, formats and genre categories are not an effective fit. This arrangement excludes books with the ISBN of a print-on-demand company. To submit your book(s) for distribution, please send two samples with a copy of your promotion plan to Brian Jud, P. O. Box 715, Avon, CT 06001 who will forward them to Midpoint. Midpoint will pay you 24% of the net orders for your book quarterly, less returns.

Midpoint Trade Books, a full service book distribution company, was founded in 1996 by a group of industry professionals, including current President Eric Kampmann and Executive Vice President Chris Bell. Their office is located in the Flatiron District of New York City.

Introducing the July APSS Member Sweepstakes Winner

Each month APSS holds a drawing to randomly select one of our members to be the Member of the Month in the APSS Sweepstakes. Our July winner is Ethan Rappaport.

Ethan will receive a free half-hour consultation with Brian Jud to talk about how to sell his books to non-bookstore buyers. Our intention is to have him leave the call with a better understanding of how *his* books can be sold to special-sales buyers -- and create a list of potential buyers. We'll announce the next winner on August 15th, and another on the 15th of each following month. You will have 12 chances to win each year -- and you are already registered! There is nothing you have to do but keep your APSS membership up to date.

APSS Tip for Finding Potential Non-Bookstore Buyers

When police begin an investigation to solve a crime, they think about all the possible suspects who might have committed the felony. They narrow down the list by eliminating those without a motive or the opportunity and means to carry out the misdeed (the MOM technique). Their final list comprises the “persons of interest” upon whom the investigation focuses.

Your potential buyers are your persons of interest. These are people with the best combination of attributes that make them most likely to purchase your books. By concentrating on them you maximize your time and the likelihood of making a sale.

If your potential buyer is at a retail establishment you actually have two persons of interest. The first is your customer, the person who purchases your books from you. The other is the customer of your customer, and these can vary widely within a target segment. For example, the customer at a Hallmark store is different from a person who patronizes a Spencer Gifts store. A museum gift shop will carry different products than will a hospital gift shop. Buyers at these places will seek different items to sell to different customers for different reasons.

Top Ten List By APSS

The *Wall Street Journal* (“The Stars Align for Audiobooks,” July 22, Page D1) had an article about the growing popularity of audiobooks. It said that thanks to the ubiquity of smartphones and changes in consumer behavior, audiobooks have become the fastest-growing format in the publishing industry. In response, publishers are dramatically expanding their offerings. From that article here are Ten Tips About Audiobooks.

1. Audiobooks are the fastest growing format in the book business today
2. Revenue from downloaded audiobooks in the U.S. grew 38% in 2015 from 2014. In the same period revenue from hardcovers and paperbacks grew 8% and 3% respectively and ebooks declined 11%.
3. Audiobooks still remain a small percentage of overall industry sales. Physical and downloaded audiobooks sold 81 million units in 2015, representing 3% of the total 2.5 billion trade books sold. Gains in audiobooks haven’t made up for the drop in ebook sales, but combined with growth in print, they helped propel the industry to a slight increase in net revenue to \$15.8 billion in 2015.
4. The surge continued in 2016. Preliminary data show that downloaded audio sales were up 37% in January and February 2016 compared with the same period in 2015
5. Smartphones have propelled the rise of audiobooks just as they are helping podcasts flourish.
6. People listen to audiobooks while traveling, exercising, gardening and relaxing at home.
7. Audiobooks have shed the stigma that listening is a lesser intellectual pursuit than reading.
8. Penguin Random House Audio launched an app called Volumes, offering free sample chapters and advance copies for journalists, bloggers and booksellers
9. 35,574 audiobook titles were released in 2015 compared with 7,237 in 2011
10. Audiobook listeners said they still read ebooks and printed books. Listening allows them to explore books they wouldn’t otherwise have time for.

APSS Tip for Negotiating Large-Quantity Orders

Commit to a solution only after it is certain to work for both parties.

Be careful of what you wish for. If you want a large-quantity, non-returnable sale you can always get it. But it may not be profitable for you. A sale is only good if both parties profit.

Invite the other to help shape the solution. Ask questions to get them to participate in finding the answer. A question such as, “If you could wave your magic wand, how would the perfect campaign play out?” This will give you insight into their interests. Compare that to your BNO and move the discussion to that combined end.

Do not concede too quickly on any issue. Even if it is of little consequence to you, make it appear a weighty issue. For example, you might say, “I agree to do X provided we can come up with a suitable agreement on Y and Z.” Ask for an equal quid pro quo that will lead to your mutually profitable closure.

Five Essential Questions for Every Writer

By Joe Bunting



I often hear the same questions from writers, questions like, “How do I make a living as a writer?” or, “How do I write a bestselling book?” These are the wrong questions, and that’s a huge problem because I believe the questions you ask yourself can change your mindset and how you approach your writing.

What are the right questions? In this article, I’m going to share the five essential questions every writer should ask themselves.

The First Essential Question: Why Do You Write?

George Orwell, in an essay about why we write, said this: “We write out of sheer egoism. Desire to seem clever, to be talked about, to be remembered after death, to get your own back on the grown-ups who snubbed you in childhood, etc., etc. It is humbug to pretend this is not a motive, and a strong one.... Serious writers, I should say, are on the whole more vain and self-centered than journalists, though less interested in money.

In other words, Orwell says we write to be admired. But honestly, I think George Orwell was wrong. Fame, admiration, self-centered vanity aren’t really what we’re looking for. We write to connect. The truth is, being known, being loved, is so much better than being admired.

Amanda Palmer said it like this: “For most of human history, artists have been part of the community. Connectors and openers, not untouchable stars. Celebrity is about a lot of people loving you from a distance. But the internet—and the content we’re freely able to share on it—is about taking it back. It’s about a few people loving you up close, and about those people being enough.

Ask yourself, “Why do you write?” Why do you really write? Is it about fame? Vanity? Celebrity? Or is it deeper than that? Do you write to connect?

The Second Essential Question: How Do You Change People?

I think it’s great to make money at writing. I think it’s important to get paid for your work.

However, the question, “How do I make a living writing?” is the wrong question.

Instead, how do you CHANGE people with your writing? Because if you can offer transformation people will pay whatever you ask.

The Third Essential Question: What can you write that no one else can?

Because if you can write something unique, something different from anything else in the market, something that people also like, your fans will buy everything and anything you ask.

The Fourth Essential Question: How do you connect your emotions to your story?

“No tears in the writer, no tears in the reader,” said Robert Frost.

How do you get so deep into your characters (or else choose characters similar to you and your story) so that you can summon the emotional depth necessary to tell an entertaining and transformative story?

The Fifth Essential Question: How can you LIVE a story as interesting as the ones on the page?

Because of you look at the writers we most admire they took risks with their lives. Ernest Hemingway, Mary Shelley, John Steinbeck, Virginia Woolf—they all lived lives as interesting as the ones they wrote about. Part of their marketing (their platform you might say) was based on how they lived, not just how they wrote. Your biggest asset as a writer is your experiences. How are you going to create experiences that help you be a better writer?

What are some other questions you’re bringing to your writing? Here are some questions I’ve heard from other writers:

- Why do I struggle at the end?
- What if no one connects with my art?
- What if I try to write one story and it becomes something else?
- What do I do with my fear?
- What if I’ve outgrown my story?
- Does rewriting always make your story better?

How about you? What questions are you bring to your writing? Let me know in the comments. Happy writing!

Joe Bunting is a writer and entrepreneur. He is the author of the #1 Amazon Bestseller *Let's Write a Short Story!* and the co-founder of Story Cartel. You can follow him on Twitter (@joebunting).

Headlines That Generate Attention

By Brian Feinblum



A number of years ago I started taking note of advertising headlines that got my attention, mainly in newspapers, magazines, and the phonebook. I started to see patterns and repetition at times, but with good reason: these ads made the reader stop and think for a second. Here are the next 50 of 317 headlines that may inspire you to write your own catchy headline for advertising your books, products and services. All others will be listed over the next four issues of *The Sales Informer*.

100. Call The Experts At Pest Control
101. DIE Pest Control - We Kill Bugs And Big Bills Dead!
102. ASAP Delivery - Best Pizza In Town

103. Feet First - Call Jim Dumb, Podiatrist 800-490-SMEL

104. When Food's An Emergency - Call EAT-FAST Chinese Take Out

105. Do It Yourself...Or Let Us Do It Right!
106. For Satisfaction Come To...
107. Money Back Guarantee
108. We Work For You
109. The Customer Is Always Right
110. Affordable Auto Painting
111. The Quest For Excellence
112. Sue For Yourself...Just Try Us
113. Professional Car Care Guide
114. No Credit? Slow Credit? No Problem
115. Immediate Financing Available
116. We Pay You
117. We'll Beat Any Price Plus 10% Of The Difference
118. Must Sell Now
119. Doctor's Orders
120. Complimentary Drinks
121. 8-Acre Inventory Clear-Out
122. The World's Largest, The Nation's Biggest
123. The State's Lowest A/C Repairman
124. This City's Best
125. A Night Of Illusion
126. Fantasy, Fun And Fantastic
127. Heat-Busters
128. Why Settle For...When You Can Have...
129. At XYZ You Don't Have To Be Afraid To Ask "How Much?"
130. Short Notice No Problem
131. We Handle All Of Your Moving Needs
132. Free In Home Or Office Estimates
133. Expert Loading And Packing
134. All Prices Contractually Guaranteed In Advance
135. Free Phone Quotes
136. Store Now, Pay Later
137. Apartments, Homes, Offices -- We Haul It All
138. Professional Movers At Do-It-Yourself Prices
139. Stop Worrying Where You'll Get The Money
140. 2013 Service At 1993 Prices
141. Just Because
142. A Penny A Day...Will Take You 125 Million Days To Buy An Average
Home In Coral Springs. Buy In Neighboring Margate
143. All Female Staff...Just Be A gentleman
144. Gentleman's Retreat
145. Visit A Wild Place...At Tame Prices
146. Everything Exotic And Erotic...A One-Stop Fantasy Depot
147. Attention All Early Bird Diners
148. Late Bird Brunches
149. Best New Dining Spot In Plantation
150. Romantic Oceanfront Twilight Dinner

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

APSS Tip for Making Persuasive Sales Presentations

Making a sales presentation is hard work. It requires preparation, flexibility, practice, energy, personal pride, perseverance and focus. This process is time consuming and there must be an ultimate return on your investment in time. The end result is to get the order, since there is no compensation for being a professional presenter.

The best way to ensure that your sales presentation is successful is to prepare. Up to this point you have gathered sufficient information, you know the prospect's needs and you have calculated your proposal. Now you must organize and prepare the content of your presentation, then deliver it vocally, visually, professionally and successfully.

A construction engineer can tell how tall a building will be by looking at the foundation. The stronger it is, the more massive the building will be. The same concept applies to the foundation you give to your presentation through preparation.

APSS Chapter Spotlight APSS-CIPA

Colorado Independent Publishers Association (CIPA) is excited to announce that the 2016 EVVY Awards Banquet will be held on Saturday, August 20th, at the Forney Museum of Transportation <http://www.forneymuseum.org/> from 6 to 9 PM.

We've all worked hard—the authors, designers, editors, publishers, scores of EVVY volunteers including our magnificent judges—and now is the time to salute our accomplishment and cheer on the 2016 award recipients.

Event details:

Date: Saturday, August 20th, from 6-9 PM.

Dinner will be served immediately at 6 PM.

Menu: Buffet style choice of grilled beef with chimichurri, chicken, veggies, salad... and plenty of dessert.

Drinks: Complimentary beer and wine.

Mark your calendars & stay tuned for the ticket sale announcement! We'd love to have you with us as we celebrate the best in independent publishing.

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 Seven: Prepare a proposal

Once you have a good grasp of what your prospects want, the next step is to plan the course of action you propose, using your content as the means to achieve your prospect's objectives. This is a written, one-page summary that has four parts:

People. Describe your prospect's constituents (employees or customers).

Problem. What are their needs and what are your prospect's goals in addressing them?

Promise. What is your recommended course of action and how will the people benefit from it. How will your prospect also profit as a result of implementing it?

Price. How much will your proposal cost the prospect?

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

Negotiating Book Sales with Deceitful Buyers

By Brian Jud



"Buyers are liars," is a term some salespeople use to describe their customers. They believe prospective buyers distort the truth to put themselves in a better bargaining position. Regrettably, in some cases they are correct, so be on guard when negotiating the sale of your books to some corporate purchasers.

According to studies among business buyers (*Harvard Business Review*, July-August, 2016) about half of people involved in corporate negotiations lie when they have the opportunity to improve their potential outcome. Fortunately, there are things you can do to prepare for – or even prevent -- this intangible trickery.

In most cases, book salespeople rely on their ability to detect obvious deception. Darting eyes, perspiring brows and broken eye contact are some obvious signs of potential untruths. However, there are imperceptible signals are often overlooked or unnoticed, placing you at a disadvantage. Focus on prevention instead of detection to level the playing field. **What do you see in this image? A face or the word *liar*?**



Here are a few techniques to improve the likelihood of a win-win agreement.

Build relationships. Corporate buyers are spending tens of thousands of company dollars to purchase promotional items such as your books. They want to make sure they are spending that money in the most effective way, from people they trust. Their egos and perhaps careers are at stake for making wrong decisions.

A large-quantity, non-returnable sale of your books takes time – perhaps years – to unfold. Do not begin the sales discussion by talking about your book and how great it is. Present yourself as a consultant – not a publisher – seeking to help buyers solve a business problem. Lead them to understand that you are not just another vendor, but someone seeking a long-term mutually profitable partnership.

Your potential buyers are understandably reluctant to disclose information that could undermine their

competitive position. They wait for you to demonstrate the degree to which you will maintain confidentiality, and then they may reciprocate when comfortable. If you say, “To tell you the truth ...” or, “To speak frankly ...” they may wonder if you have been completely candid up to that point.

Get them to reveal hidden information. If your prospects answer all your questions honestly, but do not volunteer pertinent facts, they are not in their minds lying. But the result is the same. And this can happen in many situations. Andy Kessler wrote in *The Wall Street Journal* (July 9, 2016, page A11), “(Steve) Jobs emanated what became known as a ‘reality distortion field.’ His overpowering charisma would convince workers, developers and investors to come around to his view.” He added, “Sadly, the journey from charisma to coercion to lying is quick and often complete.”

Follow the “Ask, don’t tell” philosophy and use questions to bring truthful, relevant information to the surface and develop rapport at the same time. Only then can both parties accurately determine and evaluate potential solutions.

Phrase questions to disclose valuable information in an unthreatening way. “You don’t want to buy any books today, do you?” will rarely yield a positive reply. Ask open-ended questions that get people to talk freely.

A question posed to reveal pain points is, “If you were to hire an assistant today, what would you want that person to accomplish in the first 90 days?” The answer reveals your prospect’s top priorities. To discover their objectives, ask, “If you could wave your magic wand, what would you want your next promotional campaign to accomplish?”

When questions are poised in a casual tone, people are more likely to divulge their true feelings. You could say, “We all know there are millions of books out there. Any chance you might be considering any of them for your campaign?”

Listen to the answers. Stephen Covey said, “Most people do not listen with the intent to understand. They listen with the intent to reply.” When you ask a question, actively listen to the answer. Nod your head in agreement, if that is the case. Raise your eyebrows if you question a comment. Do not interrupt or change the subject, but listen intently while processing the information to your advantage. Take notes and write key words to remind you of issues to bring up later.

Listen to buyers’ questions for hints on what they are really thinking. Your prospects may nonchalantly ask, “What happens in the event of a late delivery?” This signals their concern about on-time delivery.

If it becomes obvious that your prospect is being less than truthful, -- and they know you know that they are -- give them a face-saving way out by using the feel/felt/found technique: “I understand how you feel. Others have felt that way, too. But when they found out ... ” Your prospects will appreciate your willingness to let them off the hook, and rapport increases.

This article is not intended to portray all corporate buyers as liars or that your negotiations are likely to be held under deceptive conditions. In the overwhelming majority of selling situations you will deal with professional people who are trying to create win-win conclusions. Just be conscious of the possibility that there are some less-scrupulous people out there who want to win at all costs – especially yours. Do not assume buyers are trying to take advantage of you, but do not be caught unaware if they do.

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?

Take the “Junk” out of direct mail. Direct mail has been given a bad reputation because of overuse and poorly designed mailing pieces. Unfortunately, people perceive all direct mail as junk mail, and its Internet equivalent as spam.

In reality, direct mail is a targeted marketing weapon that that can help you sell more books, test new titles, generate sales leads or communicate information about your authors and your business.

Specifically, when you have a finite, identifiable group of people who are potential customers for your books, direct mail may be the most effective and efficient marketing tool you can use to reach them. It gives you control of the timing, delivery and content of your promotion, a pre-determined fixed cost and the means to forecast and measure the return on your marketing investment.

Direct marketing is too often implemented simply by purchasing a mailing list and then sending an existing brochure to the people on it. However, unless you first



prepare a tactical plan, including a way to evaluate your relative success, you will probably end up seeing your money go down the drain and becoming disillusioned in the potential effectiveness of a strategic direct mail campaign.

Novel Ideas

Tips to Help You Sell More Fiction in Special Markets

What Makes Novels News (By Jodee Blanco)

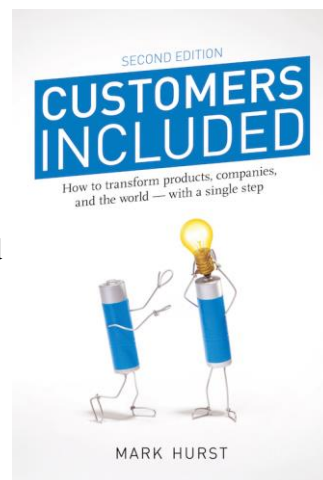
Remember, there's no such thing as a book that's impossible to publicize. Sometimes, especially with certain types of fiction, it isn't the message of a book that offers the best media angle, but the provocative questions raised in the book that can be packaged as news. In *The Deep End of the Ocean* by Jacquelyn Mitchard, a couple struggle to save their marriage after the mysterious disappearance of their youngest son, who shows up on their doorstep nearly 13 years later, completely unaware of the truth about his past. A bitter custody battle ensues between the boy's biological parents and the family who raised him, who never knew he was a stolen baby.

Although the story was fictional, the book struck a chord with the media because it prompted real questions about the rights of children caught in nontraditional custody battles. Additionally, it explored the subject of missing children from the intriguing perspective of the parents' psychological and spiritual struggle. The publicist who handled the campaign for *The Deep End of the Ocean* did a wonderful job ferreting out and focusing the media on the newsworthiness of the book.

Read It And Reap

An APSS Recommendation for a Book That Can Help Your Business Succeed

Customers Included, by Mark Hurst and Phil Terry. Why do companies so often fail to give customers what they want? "Customers Included" provides a roadmap for any executive or entrepreneur who wants to create better products and services. Using real-world case studies - from Apple, Netflix, and Walmart to an African hand pump, a New York City park, and the B-17 bomber - the book clearly explains why including the customer is an essential ingredient of success for any team, company, or organization. Written by pioneers in the field of customer experience, *Customers Included* provides practical tips for a strategic, customer-inclusive approach that generates results.



Tips for Tips Booklets

Paulette Ensign



Your tips booklet that is so perfect for the market you want to reach is ready, and you want your audience to know about it – RIGHT NOW. A promotional campaign you're launching, including press releases, social media posts, and radio, television, and podcast interviews is ready to go. Or you're targeting several large-quantity decision makers at companies or associations, prime candidates to invest in hundreds of thousands of copies for their organization's promotional purposes.

Whether it's the summer months, calendar year end, either side of a holiday weekend, or end of the fourth fiscal quarter, it can be tempting to assume those you want to reach are unavailable. The fact is you have no way of knowing unless they said so, that they'd be out of the office for whatever reason or buried under a pile of responsibilities during a certain time period.

It can be an easy trap to fall into, slowing you down, draining your enthusiasm and momentum. That trap keeps you from what could be the most ideal time to reach those who want what you're offering and are happy to hear from you.

Someone's slow time professionally can be an opportunity to review your offer with less distraction. They may be one of few people in the office when most others are on vacation or at a conference, answering their own phone because their colleagues are away. What a happy surprise for you!

ACTION – Before assuming you won't reach a crucial person, call and/or send them an email. Be prepared in case you connect with them not their voicemail. It could be your sale of the century, bringing you revenue and a great story to tell about how it happened.

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

12 Types of Non-fiction Books You Should Publish

By Allen Taylor



There are huge misconceptions about book publishing today. But I want to talk specifically about non-fiction books, just for a minute. There has been a lot of hype around fiction writers publishing their own books, some of them even achieving a level of success they could never dream of with a traditional publisher. Most of them aren't household names either. They're just regular joes and janes who have managed to earn a full-time living doing what they love. More power to them.

What you hear a lot less of are those standout non-fiction authors who have achieved self-publishing success. Again, the ranks are small, but they're out there.

There are reasons why you might want to self-publish a non-fiction book. I'm not saying self-publishing is for everyone, but if you understand the reasons behind doing it and have a clear goal in mind for doing so, then self-publishing your own non-fiction book can boost your business, make you an authority in your niche, and may even lead to a respectable side income. The first step is to define your goals for publishing.

Why Self-Publish a Non-fiction Book?

Let's talk briefly about why you might want to self-publish a non-fiction book. Here are some reasons others have done so in the past:

- Financial independence – Some non-fiction authors have managed to publish their own books and earn a full-time income from the sale of those books. They've done this through Amazon and other online book stores like Barnes & Noble and the Apple iBook Store. They may have even sold books on their own websites. At the end of the day, they were able to quit their jobs and write books for a living.
- Passive side income – Other non-fiction authors write and sell books while doing something else. Either they have a job or they have a business. Either way, the books they write and sell provide supplemental income. Some authors who achieve financial independence start out with a part-time passive income. Others can live this way perpetually.
- Become an authority book publisher. Aside from the monetary benefits of publishing books, many authors do it for the name recognition. They like seeing their name on the cover of a book, but more than that, they like the other intangible benefits that come with authorship. Once you publish a book in a particular niche, you'll be seen as an expert in that niche. If you publish several books in the same niche, you'll then enjoy the status of authority figure. This may or may not come with financial benefits—although, usually it does—but the real benefit is that others recognize you as an authority.
- Promote the business – Some non-fiction authors just want to promote their business. For instance, if you're a lawyer, you might write a handy guide on how to protect your assets in the midst of a nasty divorce. Your goal in doing so isn't the financial rewards that come from the sale of books, although those rewards are nice, the real goal is to promote your practice as a divorce attorney.
- Vanity – I wouldn't recommend publishing books for the sake of vanity, but some people do it. They just like seeing their name on the cover of a book. Usually, these people don't get much further, but they've got a nice book cover.
- Couldn't find a traditional publisher – Sometimes, an individual will get a great idea for a book, write the book, and try to get it published through a traditional publisher. If you can't get a publisher to see the market potential that you know is there, you could publish the book yourself.

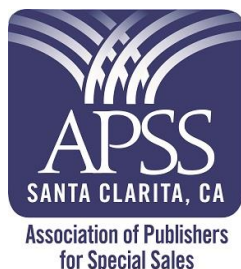
There may be other reasons for publishing your own books. For most authors, the benefits are multiple. They gain authority and respect from their peers and customers, pick up a nice supplemental income, and they are able to promote their business. Non-fiction books—either print books or e-books—are good business tools for achieving any and all of these goals.

Allen Taylor is a freelance writer, content strategist, and award-winning journalist. He is the author of "E-book Publishing: Create Your Own Brand of Digital Books," available in the Kindle, ePub, iBooks, and PDF formats.

News From APSS Chapters



APSS-New Jersey Book Selling University, Tuesday, September 13 in Fairfield, NJ. 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 this event and watch your sales, revenue and profits soar! For more information contact Donna Thompson, Donna@woodpeckerpress.com or BrianJud@bookapss.org



Attend the one-day So. California Book Selling University on October 1 at the Skirball Cultural Center, 2701 N. Sepulveda Blvd. Los Angeles, CA. Discover how you can sell books in large, non-returnable quantities to corporations, associations, schools and the military. We'll also show you how to sell to non-bookstore retailers such as discount stores, warehouse clubs, airport stores, supermarkets and more. For more information contact Chapter President Willa Robinson at willa@knowledgepowerinc.com or BrianJud@bookapss.org

Upcoming APSS Marketing Webinars

Jul 28: "Anatomy of a Book Cover" by Michele DeFilippo; 6:00 pm ET; Register at <http://tinyurl.com/z65y4ju>

Aug 9: "Making Persuasive Presentations For Large-Quantity Sales" (Sponsored by APSS-NJ); **Noon;** Register at <http://tinyurl.com/hy3v7bn>

Aug 11: Business Modeling for Authors, By Jared Kuritz; 6:00 pm ET; Register at: <http://tinyurl.com/jqy9dfg>