



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 8, Number 40 August 2016

Here is your August 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

APSS added three new Chapters in August

APSS-Maine (<http://community.bookapss.org/page/maine>), **APSS-Mid-Atlantic** (<http://community.bookapss.org/page/baltimore>) is having their inaugural meeting on October 8 in Baltimore and **APSS – Washington State** (<http://community.bookapss.org/page/washington-state>) and they are having their introductory meeting on October 28 in Seattle. If you are in those areas contact the President and offer your assistance.

APSS Open Mic Every Thursday

Brian Jud will be online for an open mic session every Thursday at Noon Eastern time to answer your questions about APSS, book marketing and non-bookstore marketing. The access URL is <https://zoom.us/j/3671572517>

Introducing the August 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 August winner is Valerie Sastik. **Valerie** will receive a free half-hour consultation with Brian Jud to talk about how to sell her books to non-bookstore buyers. Our intention is to have her leave the call with a better understanding of how *her* books can be sold to special-sales buyers -- and create a list of potential buyers for them. We'll announce the next winner on September 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

Get referrals. Ask your customers for the names of potential buyers who could use your book as a promotional tool. These could be suppliers, other division of the company or other companies in the industry.

Top Ten List By APSS

Top Ten Considerations When Choosing and Working With a Book Marketing Consultant

1. Seek people who are recognized leaders in their specialty, then choose carefully after doing your due diligence
2. Get all details in writing prior to your first meeting (what is covered, what is not, hourly charges; time-keeping records, etc)
3. Do not ask your consultant for free time outside of your agreement (“I just have one quick question...”)
4. Do not be afraid to pay for quality information. A mistake may be the most costly part of the publishing process
5. The hourly rate that the consultant charges is not necessarily an indicator of the quality of the information you will get
6. Take control of each meeting. You are the client -- make sure your consultant responds to your needs
7. Have questions prepared in advance of each meeting so you cover what you want in the allotted time
8. Ask a question and then do more listening than talking
9. Do not divulge your opinion while opening a subject because the consultant may reply with what you want to hear
10. A comment is not necessarily a fact simply because the consultant states it. Ask for clarification or proof if you suspect or do not understand a statement (“Why do you say that?” Or, “How do you know?” Or, “How does that apply in my situation?”)

APSS Tip for Negotiating Large-Quantity Orders

In most cases the negotiation stage will occur with the same people in the same place as your presentation. Once you ask your closing question, questions will erupt and people will begin their posturing. In some cases the senior people may say, “It all sounds fine to me. You work out the details.” The *You* in this sentence is your initial contact, the person who brought you in for the presentation. Your ally has the blessing of top management and will work with you to hammer out the best price and terms.

13 Habits of Exceptionally Likeable People Dr. Travis Bradberry



Too many people succumb to the mistaken belief that being likeable comes from natural, unteachable traits that belong only to a lucky few—the good looking, the fiercely social, and the incredibly talented. It’s easy to fall prey to this misconception. In reality, being likeable is under your control, and it’s a matter of emotional intelligence (EQ).

In a study conducted at UCLA, subjects rated over 500 adjectives based on their perceived significance to likeability. The top-rated adjectives had nothing to do with being gregarious, intelligent, or attractive (innate characteristics). Instead, the top adjectives were sincerity, transparency, and capacity for understanding (another person).

These adjectives, and others like them, describe people who are skilled in the social side of emotional intelligence. TalentSmart research data from more than a million people shows that people who possess these skills aren’t just highly likeable, they outperform those who don’t by a large margin.

We did some digging to uncover the key behaviors that emotionally intelligent people engage in that

make them so likeable. Here are 13 of the best:

They Ask Questions

The biggest mistake people make when it comes to listening is they're so focused on what they're going to say next or how what the other person is saying is going to affect them that they fail to hear what's being said. The words come through loud and clear, but the meaning is lost.

A simple way to avoid this is to ask a lot of questions. People like to know you're listening, and something as simple as a clarification question shows that not only are you listening, you also care about what they're saying. You'll be surprised how much respect and appreciation you gain just by asking questions.

They Put Away Their Phones

Nothing will turn someone off to you like a mid-conversation text message or even a quick glance at your phone. When you commit to a conversation, focus all of your energy on the conversation. You will find that conversations are more enjoyable and effective when you immerse yourself in them.

They Are Genuine

Being genuine and honest is essential to being likeable. No one likes a fake. People gravitate toward those who are genuine because they know they can trust them. It is difficult to like someone when you don't know who they really are and how they really feel.

Likeable people know who they are. They are confident enough to be comfortable in their own skin. By concentrating on what drives you and makes you happy as an individual, you become a much more interesting person than if you attempt to win people over by making choices that you think will make them like you.

They Don't Pass Judgment

If you want to be likeable you must be open-minded. Being open-minded makes you approachable and interesting to others. No one wants to have a conversation with someone who has already formed an opinion and is not willing to listen.

Having an open mind is crucial in the workplace where approachability means access to new ideas and help. To eliminate preconceived notions and judgment, you need to see the world through other people's eyes. This doesn't require you believe what they believe or condone their behavior, it simply means you quit passing judgment long enough to truly understand what makes them tick. Only then can you let them be who they are.

They Don't Seek Attention

People are averse to those who are desperate for attention. You don't need to develop a big, extroverted personality to be likeable. Simply being friendly and considerate is all you need to win people over. When you speak in a friendly, confident, and concise manner, you will notice that people are much more attentive and persuadable than if you try to show them you're important. People catch on to your attitude quickly and are more attracted to the right attitude than what—or how many people—you know.

When you're being given attention, such as when you're being recognized for an accomplishment, shift the focus to all the people who worked hard to help you get there. This may sound cliché, but if it's genuine, the fact that you pay attention to others and appreciate their help will show that you're appreciative and humble—two adjectives that are closely tied to likeability.

They Are Consistent

Few things make you more unlikeable than when you're all over the place. When people approach you, they like to know whom they're dealing with and what sort of response they can expect. To be consistent you must be reliable, and you must ensure that even when your mood goes up and down it doesn't affect how you treat other people.

They Use Positive Body Language

Becoming cognizant of your gestures, expressions, and tone of voice (and making certain they're positive) will draw people to you like ants to a picnic. Using an enthusiastic tone, uncrossing your arms, maintaining eye contact, and leaning towards the person who's speaking are all forms of positive body language that high-EQ people use to draw others in. Positive body language can make all the difference in a conversation. It's true that how you say something can be more important than what you say.

They Leave a Strong First Impression

Research shows most people decide whether or not they like you within the first seven seconds of meeting you. They then spend the rest of the conversation internally justifying their initial reaction. This may sound terrifying, but by knowing this you can take advantage of it to make huge gains in your likeability. First impressions are tied intimately to positive body language. Strong posture, a firm handshake, smiling, and opening your shoulders to the person you are talking to will help ensure that your first impression is a good one.

They Greet People by Name

Your name is an essential part of your identity, and it feels terrific when people use it. Likeable people make certain they use others' names every time they see them. You shouldn't use someone's name only when you greet him. Research shows that people feel validated when the person they're speaking with refers to them by name during a conversation.

If you're great with faces but have trouble with names, have some fun with it and make remembering people's names a brain exercise. When you meet someone, don't be afraid to ask her name a second time if you forget it right after you hear it. You'll need to keep her name handy if you're going to remember it the next time you see her.

They Smile

People naturally (and unconsciously) mirror the body language of the person they're talking to. If you want people to like you, smile at them during a conversation and they will unconsciously return the favor and feel good as a result.

They Know When To Open Up

Be careful to avoid sharing personal problems and confessions too quickly, as this will get you labeled a complainer. Likeable people let the other person guide when it's the right time for them to open up.

They Know Who To Touch (and They Touch Them)

When you touch someone during a conversation, you release oxytocin in their brain, a neurotransmitter that makes their brain associate you with trust and a slew of other positive feelings. A simple touch on the shoulder, a hug, or a friendly handshake is all it takes to release oxytocin. Of course, you have to touch the right person in the right way to release oxytocin, as unwanted or inappropriate touching has the opposite effect. Just remember, relationships are built not just from words, but also from general feelings about each other. Touching someone appropriately is a great way to show you care.

They Balance Passion and Fun

People gravitate toward those who are passionate. That said, it's easy for passionate people to come across as too serious or uninterested because they tend to get absorbed in their work. Likeable people balance their passion with the ability to have fun. At work they are serious, yet friendly. They still get

things done because they are socially effective in short amounts of time and they capitalize on valuable social moments. They minimize small talk and gossip and instead focus on having meaningful interactions with their coworkers. They remember what you said to them yesterday or last week, which shows that you're just as important to them as their work.

Bringing It All Together

Likeable people are invaluable and unique. They network with ease, promote harmony in the workplace, bring out the best in everyone around them, and generally seem to have the most fun. Add these skills to your repertoire and watch your likeability soar!

ABOUT THE AUTHOR:

Dr. Travis Bradberry is the award-winning co-author of the #1 bestselling book, *Emotional Intelligence 2.0*, and the cofounder of TalentSmart, the world's leading provider of emotional intelligence tests and training, serving more than 75% of Fortune 500 companies. His bestselling books have been translated into 25 languages and are available in more than 150 countries. Dr. Bradberry has written for, or been covered by, *Newsweek*, *BusinessWeek*, *Fortune*, *Forbes*, *Fast Company, Inc.*, *USA Today*, *The Wall Street Journal*, *The Washington Post*, and *The Harvard Business Review*.

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 two issues of *The Sales Informer*.

- 151. All You Can Eat Feast
- 152. Home Never Tasted So Good
- 153. Just Like Mom Used To Make...Not!

- 154. Scratch And Dent Sale
- 155. As Is - Cheap!
- 156. Tired Of Being Turned Down For Credit? Come Out Of Denial
- 157. Volume Discounts - Bulk Savings
- 158. We're Well Traveled - So You Travel Well
- 159. A Full-Service Dream Vacation Travel Agency
- 160. As Big A Bargain As...
- 161. As Beautifully Designed As...
- 162. The Finest In...
- 163. First Class Idiot!
- 164. State Of The Art
- 165. Your Momma! She Deserves The Very Best
- 166. Going Out For Business
- 167. Going Out Of Business
- 168. A Full-Service Salon
- 169. Hair For The 2020s
- 170. We Honor All Competitor's Coupons
- 171. Midnight Madness Warehouse Sale

172. Florida's #1 Photo Discount Store
173. Closeout Countdown
174. Tired Of Being Ignored?
175. Tired Of Getting A Raw Deal?
176. Buy Direct From Manufacturer - Save \$
177. For Personalized Gifts...
178. Garage Sale
179. Need A Baby-sitter?
180. St. Patrick's Green Tag sale
181. Showcase
182. Spotlight
183. Cash And Carry
184. Don't Settle For Substitutes
185. Factory Direct To You
186. Love Boat For 2
187. Five Star Hotel
188. Four Star Restaurant
189. Two Thumbs Up
190. THE Vacation Of A Lifetime
191. Big Bras Contest
192. The Refinance Specialists
193. Don't Pay For Your House 3 Times!
194. Cut 10 Years Off The Life Of Your Mortgage
195. Affordable Mortgage Payments
196. Freedom From Glasses...Lens Express
197. Wholesale Bedding...You Can Sleep On It
198. One Of A Kind - So Rare, So Unique, So Special
199. For Any Occasion Call On Us

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.

APSS Tip for Making Persuasive Sales Presentations

People in your audience may have many issues competing with your message for their attention. Utilize inventive techniques, examples, stories and visual aids to present your capabilities and benefits of your content in the most appropriately innovative manner. Think of it as one big press release, and remember, it's not the book, it's the hook.

APSS Chapter Spotlight APSS- Maine



Please welcome Eddie Vincent as the President of APSS-Maine. Eddie is co-owner of Encircle Publications LLC, has been in the publishing and graphic design field for over thirty years. His company specializes in complete book production, and is home to the *Aurorean* poetry journal. Eddie works with publishers and independent authors, helping them with all their design needs and all facets of bringing a book to life.

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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 Eight: Present your proposal

There is one part of every large book sale that is both mandatory and enjoyable. That is presenting your proposal to your potential buyers and convincing them to adopt it. Corporate buyers will not purchase a large quantity of books from you without being persuaded that doing so is in their company's best interests.

The word *presentation* makes the process seem formal, a monologue using Power Points to make your case before an audience of corporate executives in a large conference room. But in some cases, your presentation is a mere formality. If you are requesting a purchase order for a few cases of books, you will simply meet with your prospect and agree upon the terms of the sale. Whether your presentation is to one person or a group of people, it is another opportunity for you to demonstrate that you are a trustworthy professional with a plan that can help them reach their objectives.

The best sales presentations are conversations among professionals seeking a mutually profitable conclusion to the discussion. They are not nerve-racking events in which adversaries meet to overwhelm the other side and win at all costs. You are dealing with professional businesspeople who want to make the best decision for their company. They have asked you to come to their office and describe your proposal because they realize the potential of your proposition.

What every sales presentation should accomplish

How do you create an atmosphere in which you can sell a large quantity of your books? You deliver a planned, professional, sincere and well-supported recommendation about how you can help them reach their objective(s). The goal is to conclude with a win/win solution with your content as the core element.

Your presentation is not about your book; it is about using your content to solve your prospect's business problem(s). And since every prospect is unique, with individual needs, each presentation is different. It is built from the ground up, customized for the decision maker and opportunity at hand, and it should meet more of these objectives:

- **Show that you understand your prospect's business, people, problems and objectives.** There is an axiom in selling that people do not care how much you know until they know how much you care. Your prospects are initially skeptical until you demonstrate that you want to help them solve a problem and that your recommendation is based on that desire.
- **Create value and mutual satisfaction.** Your presentation is a non-manipulative discussion where two or more people meet with the intention of improving the circumstances of each.
- **Present your proposal as the best way to get from where they are now to where they want to be.** Potential buyers have other products from which to choose. Demonstrate that your content represents the best way to reach their goals.
- **Meet your objectives.** The ultimate agreement must be mutually profitable. Ensure that it also meets your criteria. There may be times when the outcome of the negotiation is not in your best interests, so know when it is time to walk away from the deal.

Rarely is your initial proposal accepted in totality. Both parties want the best deal for their sides. Remain confident and professional as you negotiate the final agreement.

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

How to Sell Books through Gift Shops in Parks **By Brian Jud**



The National Park Service turned 100 on August 25, 2016. It seems appropriate to talk about how publishers can sell books through gift shops in parks and historic sites.

There are two major ways to sell to buyers at gift shops. One is to work through independent sales representatives found at <http://www.greatrep.com>. This site provides several entry points. Contact salespeople directly under "Lines Wanted," or list your book in the "Reps Wanted" section. There is also a list of upcoming wholesale trade gift shows

at which you can exhibit and/or network.

Second are third-party operators that buy for gift shops in parks and historical centers. They work in partnership with the retail outlets to ensure that their guests have a meaningful experience and can extend their experience by discovering relevant products in their stores.

Event Network (<http://www.eventnetwork.com>) manages stores on behalf of many cultural attractions at iconic landmarks and historic sites such as Gettysburg National Military Park and The Alamo. Started in 1998, Event Network is now the leading operator of cultural attraction stores worldwide. Reach Event Network at 9606 Aero Drive, Suite 1000, San Diego, CA 92123.

Eastern National (<http://easternnational.org>) was founded in 1947 to serve the national park system. It operates more than 150 units of the National Park Service in the Eastern United States, Puerto Rico, and the United States Virgin Islands. It is located at 470 Maryland Drive, Suite 1, Fort Washington, PA 19034.

Eastern National is also an independent publisher producing educational products for the National Park Service. “Our publications are different from those developed by traditional publishers,” Erin Sweeney, Inventory Replenishment Manager at Eastern National explains, “because Eastern National collaborates directly with the parks to produce educational material to fit specific needs within the park.”

The Western National Parks Association (www.wnpa.org) is the official nonprofit partner of the National Park Service and its 67 national parks in the western United States. Headquartered at 12880 N. Vistoso Village Dr. Tucson, AZ 85755, WNPA ensures that all products, services, and programs enrich the visitor experience.

Arcadia Publishing and The History Press are examples of publishers that can work with WNPA as Community Partners. These imprints are the most comprehensive publishers of local and regional books in the United States. Titles such as *Denver City Park and Whittier Neighborhoods*, *The Grand Canyon: Native People and Early Visitors*, and *Glacier National Park* are bound to sell through WNPA stores. The core purpose of all three of these entities is identical. Laura O’Neal, a book buyer at Event Network summarized their singular objective by saying, “Our goal is to create an extension of the guest experience at each of our partnerships. We source books that provide educational value and that offer an opportunity for visitors to explore and learn more about the different concepts and exhibits that they have just experienced. We also look to represent local authors and titles that celebrate the particular region or area in which the venue is located.”

They usually buy books on a non-returnable basis with discounts ranging from 50% to 70% off list price. Ms Sweeney says, “The price should be under \$20,” and books priced at approximately \$10 to \$15 sell best.

Sales to parks and historical sites are seasonal, with sales peaking in the period from late May to early September. In general, hardcover books sell better than softcover books since parents seek books their children will be able to enjoy and keep as a memento of their visit to the venue. However, there are exceptions, as Erin points out: “Softcover books outsell hardcover in most cases in our stores.” A major decision criterion of buyers is your content’s fit with the store’s image and customer base. In addition, books selected are generally site specific. According to Ms Sweeney, “Few books are relevant to all our locations.” When you send your package to Eastern National, Erin recommends that you “Include a copy of the book and a sell sheet describing the data I need to make a decision.” Visit the stores and get a good sense of what they are about, and then submit your book with a description of how your content fits with the retailer’s mission and visitors.

Billions of dollars are spent in gift shops every year, and you can get your share of this market. Do your homework and submit a professional package that demonstrates how your content is different, better and perfectly suited to their stores and guests.

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?

Stop selling your books and make more money.

This may sound odd for a publisher, but you can achieve the most success by not selling your book, but by *selling the benefits* buyers receive from your book's content. In other words, the form in which your content is sold is less important than the content itself – particularly to non-retail buyers (in corporations, associations, etc.).

Frank Fochetta, former Vice President and Director of Special Sales and Custom Publishing at Simon and Schuster, says, "There is only one way to increase your sales, revenue, and profits in the non-trade segment. That is, sell *content*."



Business buyers want to know how the information contained in your product line can help their business more than some other marketing tool.

Novel Ideas

Tips to Help You Sell More Fiction in Special Markets

The What-if angle, by Jodee Blanco. Another approach when publicizing fiction is to examine the what-if angle. The campaign for Michael Crichton's *Jurassic Park* provides one of my favorite examples. The plot was based on the scientific hypothesis that a dinosaur could be cloned by extracting its DNA from mosquitoes fossilized in amber. When the film version was released, hundreds of newspaper articles featured interviews with renowned scientists from around the world, who speculated on the plausibility of such an experiment. Though *Jurassic Park* was fiction, the what-if-it-could-really-happen pitch provided a nonfiction angle that could be massaged into substantial coverage.

Read It And Reap

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

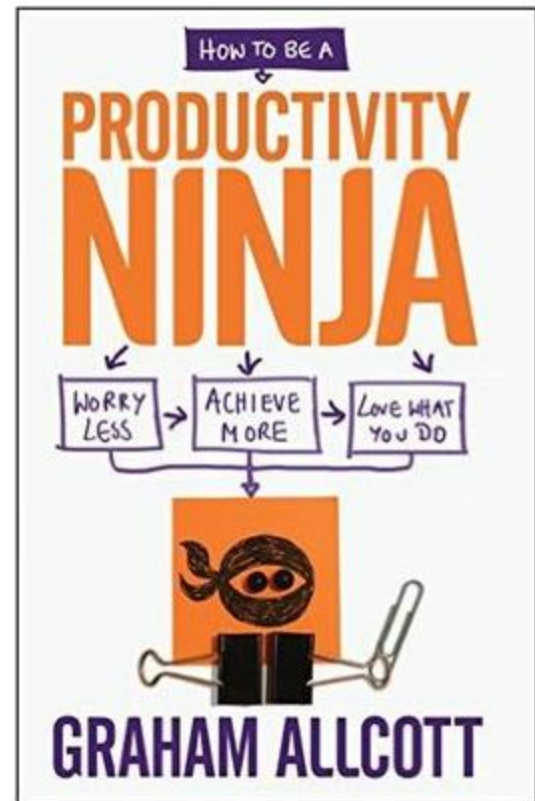
How to be a Productivity Ninja: Worry Less, Achieve More and Love What You Do by Graham Allcott

"All the tips and techniques you need to stay calm, get through your tasks, make the most of your time and stop procrastinating. It's fun, easy to follow and practical - and may just be the kick up the bottom you need!" - Closer

When it comes to overflowing inboxes, ever-expanding to-do lists, and endless meetings, traditional time-management techniques - like those in bestselling books by David Allen or Dominic Wolff - simply don't cut it in the age of information overload.

*Thankfully there's a better way. Graham Allcott, founder of one of the United Kingdom's most prominent productivity workshop companies, Think Productive (thinkproductive.com), presents *How to be a Productivity Ninja*, his brilliant - and originally self-published - guide to cutting through the procrastination, getting more done, and enjoying your work and your life more as a result.*

Using techniques including Ruthlessness, Mindfulness, Zen-like Calm, and Stealth and Camouflage, you will get your inbox down to zero, maximize your attention span, and learn work smarter, not harder.



Tips for Tips Booklets

Paulette Ensign



Have you had people in your life who insist on presenting what will not work in a particular situation – and they stop there without offering what WILL work? Kind of a buzz kill sometimes, isn't it?

Or you see a list of Do's and Don'ts without noticing the heading over the Don'ts, leaving you at least confused if not ultimately misinformed.

You may be familiar with the nutritional book and materials called Eat This, Not That. The approach in concept makes lots of sense to anyone questioning what to eat to accomplish the goal of dropping weight. The age-old question of what *TO* eat is crucial since it is often very easy to identify what *NOT* to eat.

Lead with the positive when presenting your expertise on whatever your topic. Tell the reader, listener, or viewer what *TO* do rather than what *NOT* to do. You'll go a long way in engaging them in what you offer. You will also be much more helpful in the immediate and the long run than focusing on the negative.

ACTION - Create one sentence starting with a positive action word, followed by one sentence explaining why or how. Doing that allows you to deliver a valuable piece of guidance in a more palatable way.

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

11 Ways to Overcome Marketing Dread

By: Beth Bacon



I was with a group of authors the other day when the conversation took a turn toward marketing. The group was unanimous in the declaration that they loved to write but loathed to market their work. Whether they were self-published or worked with a more traditional publishing house, whether they sold most of their titles in digital or print format, they all said the same thing: they were aware that they should participate in marketing their own books but dreaded the chore.

One of the authors said she puts off marketing tasks. Another said that marketing made him feel uncomfortable. Another proudly proclaimed herself to be an introvert, as if that made her biologically exempt from marketing.

We all laughed and nodded in sympathy, and moved on to another, more pleasant topic. But a day or so later, as I reflected on this conversation, I realized that these writers are suffering from a condition I can't help but call "marketing dread."

In an attempt to help authors everywhere, I decided to offer these 11 ways to avoid this annoying condition:

1. Learn about marketing. Take a marketing course, look at some videos online, read a few author marketing blogs. You could even buy a book about marketing your book! Teach yourself what tools are out there and how to put together a marketing plan. The more you know about the discipline, the more capable you'll get, and the more smoothly your marketing chores will go.

2. Set up a marketing exchange. If you're a writer, you may already be swapping manuscripts with peers, trading chapters with a trusted colleague to receive early feedback. In that vein, you could also start a group of people who provide marketing support, or better yet, offer to trade marketing chores. Schedule a few tweets or write a blog post about a friend's book in exchange for the same treatment. If you dread marketing because it makes you think you're tooting your own horn, then connect with friends and toot their horns. You might even enjoy it.

3. Measure your marketing and reward your victories. Social media is inherently measurable. You can count posts and tally responses. You can use Google Analytics to track the visits on your website. Set yourself some goals and then measure your performance. Turning your marketing work into measurable success can be satisfying. And to make it even more enjoyable, celebrate when you reach your milestones.

4. Come up with a pitch that works for you—and memorize it. If you get tongue-tied when someone asks you to describe your book, memorize a short description and practice articulating it with confidence. That way, you can put your anxious brain on auto-pilot at least long enough for the person you're speaking with to offer a more specific, follow-up response—an informed reaction that

could lead to an interesting, engaging conversation.

5. Think of marketing your book as sharing something concrete, not promoting yourself. If you're an author who dreads marketing because you consider it shameless self-promotion, then I invite you to think of your book as something completely separate from yourself. Think of it as an object, or an experience that you delight in—the same way you think about your favorite vacation spot or your favorite movie.

To shift your thinking away from the personal, force yourself to list out the unambiguous elements that make your book appealing. Does it make you laugh? Does it teach a specific skill or reveal previously unknown facts? Does it make people's hearts race when they read it? If you can define specific qualities and keep your content objective, then your marketing will not feel like personal promotion. Sharing your book's concrete elements can help shift your marketing away from the personal elements that makes some authors cringe.

6. Develop realistic goals. I've coached a number of authors with their marketing, and the single most common reason that their endeavors fail is that they set unrealistic goals. At the beginning of a marketing project, when the author has high enthusiasm, they tell themselves they'll send tons of tweets, make daily Facebook posts, blog every week. They do this for a week or so—maybe a month—and then they burn out. Why? Their goals were not sustainable. Most authors have other jobs, families and volunteer commitments that already fill their calendars (not to mention the time they devote to writing). A marketing plan makes an impact on an already busy life. So don't plan to do too much. A small, slow drive of marketing activities can make a big impact over time. A big marketing launch that disappears soon after takeoff, on the other hand, can never grow your audience.

7. Do a small bit every day. This tip is an extension of the previous one about setting realistic goals. When it comes to growing a base of loyal readers, a sustained series of consistent, brief, interesting communications always beats a burst of infrequent, flashy messages. Discover and use the online tools like Hootsuite that let you schedule your social media posts in advance. Set a timer and devote 10 minutes to marketing every day. You'll find that over time your readership will grow.

8. Become a member of your target audience. My friends who are romance writers rock this tip. Before they're writers, they're fans of the genre. They're members of online communities that love talking about the characters in romance novels, the heartbreaks and the missed opportunities—even the settings and the clothing. No matter what genre you write in, though, you should spend some time in the places where your target audience gathers—both online and in person. If you visit those places on a regular basis and participate in helpful, supportive ways, you'll become an admired member of the group.

Get to know the community. Over time, once you've gained the trust of the group and an understanding of the culture and behavior expectations, you'll know when it's appropriate to mention your book. Even if there's no way you can be an actual member of your target audience (for example, if you write picture books, you probably are no longer a child), you can still discover online communities where enthusiasts such as librarians and parents gather. At the very least, you'll gain valuable insights into the ways your target audience thinks. You can then use those insights to come up with additional creative marketing ideas.

9. Consider your book a business. Unless you've written a book to hand out to your friends and family for free, your book is a business. You wouldn't start a business and say, "I'll skip the promotions because I just don't like doing them." No one in your target audience would know what you have to offer, why they should choose you over the competition, or where they can find you. If

you're truly uncomfortable with promoting your book, hire a professional to do it for you. Set a budget, measure the results, and adjust your activities until you find the campaigns that work—just like a real business does.

10. Provide valuable information in your marketing. Don't think of your marketing as shilling. Think of it as educating or helping. You probably learned a lot in creating your book. Even if your book is a work of fiction, you now know a lot about the time period you've written about, the hobbies your characters spend time doing, the setting your tale takes place in, even the clothing and food that your characters love. One writer I know wrote a blog post about the cocktails her characters drink. Another who writes children's books posts information about zoo events. You'll never have to directly ask people to buy your book in your marketing if you share helpful tips based on the expertise you've gained in writing it.

11. Have fun with book marketing! Don't take marketing too seriously. It's part of the job of an author, so find your "marketing happy place." The way to shift from marketing dread to marketing ease is to know thyself. What kinds of things are fun for you? Do you like contests? Create a RaffleCopter campaign. Do you dabble in photography? Create a Pinterest board that shows the settings or costumes or moods in your book. Do you like to write? (I'm assuming the answer is yes if you're an author.) Then seek out bloggers in your genre and offer to write a few blog posts. Figure out what you already like to do then turn those activities into marketing events.

You don't need to work on all of these suggestions at the same time. But even if you try one or two, before you know it, you'll begin to overcome "marketing dread" and promote your book with confidence.

Beth Bacon has an MFA in Writing For Children and Young Adults from Vermont College of Fine Arts. She helps organizations large and small define their brands and has a special expertise in helping authors market their books. Beth has won the The Candlewick Award for Picture Book Writing, the Marion Dane Bauer Award for Middle Grade Writing, and is a PSAMA PULSE Award Finalist for marketing.

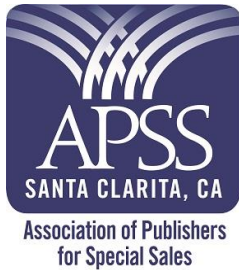
News From APSS Chapters



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! To see the agenda and for more information visit

www.bookapss.org/Sep13agendaforAPSSNJ.doc or 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. To see the agenda and for more information visit <http://tinyurl.com/zoc996t> or contact Chapter President Willa Robinson at willa@knowledgepowerinc.com or BrianJud@bookapss.org



Upcoming APSS Marketing Webinars

Sep 8: "How to Sell More Books to Libraries," By Amy Collins; 6:00 pm ET; Register at: <http://tinyurl.com/zhldjjx>

Sep 22: "Corporate Sponsorships for Authors: How to Attract Lucrative Sponsor Opportunities," by Stephanie Chandler ; 6:00 pm ET; Register at: <http://tinyurl.com/zdgscrp>

Oct 13: "Business Modeling for Authors," By Jared Kuritz; 6:00 pm ET; Register at: <http://tinyurl.com/jqy9dfg>