



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 9, Number 41 September 2016

Here is your September 2016 issue of *The Sales Informer* ezine. We intend this to help APSS members sell more books to non-bookstore buyers. This newsletter is sent only to paid APSS members. If there were any problems with this delivery, please let me know.

APSS Update from the Executive Director - Brian Jud

Have your book on display at New England Library Association and save \$20 with your APSS membership discount. **The deadline is September 30.** You may also want to have your book at the NY Library Association (Oct 3) and/or the NY State Reading Association (Oct 23); Register for one or all with your membership number at <http://tinyurl.com/b8tk5t5>

APSS added APSS-Colorado Springs Chapters in September

If you are in that area contact Mary Madjeski (missmary.madjeski@gmail.com), president of APSS-Colorado Springs, 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 September 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 September winner is Beverly Black of Title Wave Publishing. Beverly 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 October 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

A pre-condition for building a successful prospect list is name recognition or in other words, your platform. When people see or hear your name, they should say to themselves, "I've heard that name so often he/she must be very knowledgeable on that topic." Then when they hear your name on the phone, receive your email, notice your name on LinkedIn, or meet you at a trade show or an association meeting they are more receptive to your pitch.

Increase your name recognition through perpetual promotion. The more often you get your name in

front of people the more likely they will be to recognize it. While that in itself is the topic of other books, there are ways you can use promotion to increase the efficiency and effectiveness of your prospecting.

Do something every day to expose your name to as many people as possible. Build your platform through social media, personal networking, publicity, sales promotion, advertising and personal presentations.

Top Ten List By APSS

Publishers typically think about the individual contacts they have with prospective or existing customers (touchpoints). Perhaps a more profitable way (for both parties) is to examine the interaction among touchpoints – the journey the consumer takes with your marketing communication. **Here are the Top Ten Considerations for a Rewarding Series of Customer Interactions.***

1. When a prospective or existing customer contacts you it is generally with a question, order or problem
2. Train employees to properly respond to all three issues
3. If many questions are on a similar topic, make changes on your website to address them
4. Teach employees to use the same positive voice (whether on the phone or via email) when handling an order or a complaint
5. Follow up with consumers to create a feedback loop, determining whether inquiries are turned into orders and orders were properly handled
6. Review the contacts with employees to uncover persistent pain points (delivery, pricing or product issues)
7. Make changes in the customer-experience path as necessary
8. Does your promotional material over-promise benefits, leading to unattainable customer expectations?
9. Do you have a way to follow-up with customers to generate recurring revenue (coaching, consulting services or speaking events)
10. Taking the time to do all this leads to higher employee and customer satisfaction, increased revenue and lower costs

* *The Truth About Customer Experience, Harvard Business Review, September 2013, pp 90 – 98)*

APSS Tip for Negotiating Large-Quantity Orders

Discuss not only what your counterparts want, but find out *why* they want it -- or why they do not. Let's say you are negotiating a large-quantity sale with a buyer who wants to use your book as a premium to increase the company's sales. You have agreed upon a price that is satisfactory to both parties, but the buyer is still balking at signing the agreement. Uncover the hidden objection by asking a series of questions. The bottleneck may not be price or quantity, but timing.

Begin by enumerating areas of agreement. "We've agreed that using this book as a premium can help your company increase sales significantly. Correct? And we've agreed that the price is fair, right? Is it accurate to say that the shipping charges are acceptable, and the delivery date coincides with the promotional blitz you intend to conduct? Then what is it that is keeping us from agreeing to this proposal today?"

Here, the prospect might say, "Yes, all that is correct. But my budget is shot. I can't spend any more money until next quarter."

You could reply, "You mean that if we can delay payment for the books and the shipping charges until next quarter, you will OK the agreement today?"

If the buyer says “yes,” you have the order. You now have the person agreeing to a minor point. He or she is no longer discussing the price or quantity, but the timing of sending the check to you. Now you can arrange one of several solutions: 1) an invoice presented today but dated next quarter, 2) acceptance now of a check with a future date or 3) any other mutually agreeable solution.

Attend the webinar “How to Negotiate Large-Quantity Sales” sponsored by APSS-New Jersey and conducted by Brian Jud, Noon, ET, October 11; Register at <http://tinyurl.com/hhs5dk7>

Different Types of Non-fiction Books You Can Publish

By Allen Taylor



Once you’ve identified your goals for writing and publishing books, you can decide which type of book to publish. You may already have an idea for the type of book you want to publish. That’s okay. My best advice is to treat your non-fiction book publishing business like a business. Even if you plan to publish only one book, treat it like a business. If you want to achieve the benefits of being an author, then you should pursue those benefits the same way you’d pursue the benefits of your business—make a plan, and then work that plan. Without further ado, here are 12 types of non-fiction books you can publish on your own:

1. Biography/memoir – If you believe you have an interesting story to tell, you could tell your life’s story, or the story of someone else. Let’s say there is an individual in your business niche who has done some remarkable things. You could write that person’s story and publish it for your audience. If your own story is worth telling, you could write and publish an autobiography. A memoir is a story about one particular time period in your life, as opposed to a biography, which usually covers the full span of a person’s life.

2. Academic/textbook – Academic books, or textbooks, typically have narrow markets. If you are a professor and you want to write a book that will benefit your students, you could write and publish a textbook like law professor Eric Goldman did.

3. Guides – Guidebooks teach people how to do things on their own. You could write the definitive guide on guidebook publishing how to do something in your niche. For instance, if you’re a real estate agent, you could write a book that teaches people how to sell their own house without an agent. The benefit to doing that is, aside from earning additional income from people who will never use your services because they’d rather sell their own house, some of the people who buy your book may decide to use a real estate agent after all. Who do you think they’ll consider first? My own guide book, *E-book Publishing: Create Your Own Brand of Digital Books*, teaches people how to publish e-books themselves.

4. Technical reports – Technical reports are just like they sound. Often dry and boring, except to people who like to read them, technical reports get into the weeds of a particular idea. They may or may not be guides, but a good technical report will provide a lot of specialized detail written for a specific group of professionals. Scientists, for instance, may be interested in a technical report on some aspect of the scientific process. Business owners may like to read a technical report on the financial side of the business. Computer engineers might read a technical report on data science. Another name for technical report is “white paper.”

5. Self-help/self-improvement – Self-help books help people who want to achieve a certain goal on their own without the help of a consultant or mentor. Diet books are still popular after many years of total failure. Health and fitness books are a popular form of self-help book. If you have the expertise, you could write a self-help book on any topic.

6. Travel/tour guide – If you do a lot of travel, you could write a tour guide of a particular location or even a catalog of your own personal travels. If there is a market for it, you can write it. And publish it.

7. Creative nonfiction – Creative nonfiction is non-fiction that uses fictional storytelling techniques to convey the story. It has become an interesting and popular genre of writing.

8. Theology/religious commentary – Theological, religious, or philosophical commentary is anything that involves metaphysical concepts or religious material. Theology books tend to be heady whereas Bible study guides or commentary on holy books may be written for lay person who just wants to know more about a topic.

9. Journalism book authorship. Journalism – A journalist could write and publish their own book on a particular investigation. For instance, you may want to report on election shenanigans in the 2016 presidential primary races. Where a single article might be too small to cover all the details you want to cover, a full-length book may be the perfect vehicle. If you have enough clout as a journalist, you could write and publish your own investigative report.

10. Essay – The essay is a genre of its own, but it can be written on almost any topic. If you have something to say about politics, dating, farming, or anything at all, you could style it as an essay and publish it on your own.

11. Speech – Did you know speeches can be published as their own standalone books? If you've given a speech and it was popular, you could publish the transcript of your speech as its own e-book. You could reach an entirely different audience than you reached with just the speech.

12. Script – Video scripts, phone scripts, movie scripts, radio scripts, any kind of script can be published as a book or e-book. Find your audience and target your book to that audience and start marketing.

Books can be written on virtually any topic. The key is to define your audience, do a little market research, and write a book that will sell. Make sure you define your goal for the book. Publishing is a business, but it doesn't necessarily have to be all about the money. If you want to increase your business's exposure through a book that you author and publish for your target audience, others have done it before you, so give it a shot!

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.

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. The final 50 will be listed in the next issue of *The Sales Informer*.

- 200. Win A Free B-Day Dinner For Five
- 201. Choose Your Agents By The Company They Keep
- 202. Don't Make A Move Without Calling Us First
- 203. Don't Miss This Opportunity
- 204. Do You Or Someone You Love Need Help?
- 205. Are You Cheap? So Are We!
- 206. Quality Dental Care With A Personal Touch
- 207. Are You Sick And Tired Of Feeling Sick And Tired?
- 208. Free Legal Consultation
- 209. Get Free Health Insurance Information
- 210. Cut Costs -- Not Corners
- 211. No Lawyer? No Rich Uncle? We Do Legal Forms For Cheap!
- 212. You CAN Afford To Go To Trial
- 213. Legal Problems? We Can Help
- 214. Registration Mail-In Coupon Below
- 215. Don't Think It...Do It!
- 216. Free Wholesale Jewelry Catalog
- 217. Parking's On Us - \$3 Value With This Ad
- 218. Limited Editions
- 219. Join Thousands Of Satisfied Customers
- 220. Irresistible
- 221. It's A Party Every Night!
- 222. Jazz Lovers...Not To Be Missed!
- 223. Miami's Most Exciting Event
- 224. Delicious Free Buffet Of Great Appetizers
- 225. Just Like Broadway
- 226. Better Than Broadway
- 227. The Great Outdoors...Of Romantic Evening Dining
- 228. Get It Now
- 229. Experience Outstanding Homestyle Cuisine
- 230. It Ain't Like Momma Used To Make...It's Better!
- 231. The Hottest Concert Event This Summer
- 232. Experience A Traditional Home-Cooked Meal
- 233. It's A Revolution!
- 234. 5 Cent Drafts...Feel Great For Under A buck
- 235. The Natural Choice For Healthy Gourmet Dining
- 236. Beer Flowing all Night Long...A Golden River Of Fun
- 237. College Night
- 238. A Very Cool Hot Body Contest
- 239. Spring Break All Week Long
- 240. Thursday Happy Hour
- 241. Chocolatemanía
- 242. We Will Beat Any Advertised Price

- 243. We Will Beat Any Written Estimate
- 244. Full Selection Of Wedding Bands
- 245. Act Now
- 246. What Are You Waiting For?
- 247. Holiday Special
- 248. Bonus Package
- 249. But 1, Get 1 Free

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

Support you point to prove it is valid. Use colorful examples, case histories, testimonials, stories and question to support your points. Your presentation should be memorable and repeatable. Have a short "take-away" phrase that your prospects can repeat to others when asked why they should support your proposal.

Use your book as a "handout." Place the prospect's logo on the cover or insert a tip-in page tailored to this audience. If you are talking to a retailer, go to one of its stores and, with the manager's permission, place your book in an appropriate setting and take a photograph of it. Show your potential buyers how your book will look in their stores. Refer to articles in magazines, and have copies of the article to leave behind (do not read them to the audience during your presentation).

APSS Chapter Spotlight APSS- Mid-Atlantic

Meet APSS-Mid-Atlantic co-presidents Zorina Alliata (zorinaalliata@yahoo.com) and Norwood Holland (norwoodholland@aim.com)



Zorina Alliata is a Romanian-American writer and owner of independent publishing house Better Karma Publishing. Since 2001, BKP focused on bringing foreign authors to the US market, as well as promoting American writers. The publishing house prefers creativity and genre-bending works, and focuses on first-time authors who need help taking their first steps towards a great writing career. Zorina lives just outside Washington D.C. with her husband, son, and too many pets. Outside of writing she loves the ocean, animals, and theories of everything.

Norwood Holland is a freelance writer, lawyer, and author of the Drew Smith series of mysteries and legal thrillers based on the capers of an urban trial attorney. Holland favors his hometown DC's local color in his fiction and blogs at editorialindependence.com devoted to promoting independent authors and legal issues. His freelance credits include The Writer Magazine, the Examiner, and Black Literature Magazine. He serves as Treasurer and Board member of the Mid-Atlantic Book Publishers Association.



Contact Zorina or Norwood to help organize the Mid-Atlantic APSS chapter. Join APSS-Mid-Atlantic at www.bookapss.org/chapters/JoinAPSSBaltimore.pdf

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 culminating in the final step next month.

Step Nine: Negotiation

The term "negotiation" intimidates some publishers, who think of it as an adversarial exchange resulting in an outcome that is forced upon them by polished corporate executives who hold all the cards. In reality, most negotiations are uncomplicated and completed quickly.

Most likely, you already know how to negotiate. Did you ever bicker over the price of a car? Wrangle for a raise at work? Squabble with family members over where to go on vacation? Anytime you tried to resolve a give-and-take situation you were in the negotiating process.

Let's examine the discussion about where the family will go on vacation. If one person (usually the parent) dominates the discussion and tells everyone where they're going on holiday, not all may agree. The result could be an unpleasant time for all. But if everyone gets the chance to make a contribution, the final agreement is generally unanimous, or at least perceived as fair. Relationships remain intact, all have a good time and everyone looks forward to the next family trip.

The principles of negotiating a large-quantity book sale are not that much different from that process. When dealing with corporate buyers, everyone describes their position, a discussion develops, compromises are made and a decision is reached. Relationships remain unbroken, a successful campaign ensues and everyone looks forward to the next promotion using your book.

Any negotiation process begins with the committing question, asking your prospects to confirm the agreement and purchase your books. They will most likely reject your initial offer for any one of a variety of reasons, regardless of how reasonable it is.

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

Marketing From the Customer's Perspective

By Brian Jud



What is the process you follow when you go to a store to buy something? You probably have a good reason for making the purchase. Then you go to the most convenient place (bricks or clicks) and peruse the assortment available. You may search for a particular brand if you are aware of it. If not, you look at the prices to compare the value of the items to your needs. Then depending on the strength of your need compared to the available choices you decide to buy or wait.

If publishers looked at the purchasing process as their prospective customers do, they could sell more books. Instead, they seek manuscripts based on an author's knowledge (non-fiction) or

imagination (fiction). Then they publish them, price them to cover all costs and desired profits, and sell them through bookstores. They announce the availability of their books through social media and publicity. And when the books do not sell they publish different ones.

You can increase your revenue by changing your focus to look at the sale from your prospects' viewpoint. Easier said than done? Not really. Instead of focusing on the traditional 4Ps of traditional marketing (Product, Place, Price and Promotion), consider the 4Cs of customer value: Content, Cost, Communication and Convenience.

Focus on content instead of product. Publishers find manuscripts and produce products to deliver the words, either as printed books, ebooks or audio books. However, people do not buy books per se. They purchase information that helps them in some way.

There are three elements of content to be considered: relevance, quality and delivery. First, it should be relevant to a significant number of people. What problems do target buyers have for which they seek a solution? Do consumers want to lose weight, gain money, improve their health, etc? If so, they will buy information to help them do it. Will the content help a corporation increase sales? Help an association build membership? If so, they will buy your products.

Second, the content must be produced to high quality standards. Your content (writing, editing, layout) and production must exceed a minimum level, and rarely can other elements make up for a shortfall in quality.

Finally, the content must be delivered in the form most desired by consumers. Form follows function and it depends on how the customer wants to access the information. It could be a printed book (soft or hardcover), but it could also be an ebook, booklet, MP3, podcast or a webinar. Corporate buyers may prefer personal delivery in a workshop or seminar for employees.

Focus on convenience instead of place. Is your content accessible most conveniently to the buyers? For example, if your target readers are business people who travel regularly, then you want to have your products in airport stores. Do they shop at a supermarket, camera store, gift shop, discount store or through a catalog? Make your content available where your customers can handily find it.

Conversely, buyers at corporations, associations, schools do not go out looking for your content. You make it convenient for them to purchase by finding and selling to them. .

Focus on cost (from your customers' perspective) instead of the price. The production and marketing costs may or may not have anything to do with the price at which you sell your books. Buyers do not care what your costs are, but they know if the price you are asking is worth their perceived value of your content.

Of course, certain elements of cost must be evaluated when calculating the price. In addition to production costs, analyze the impact of obsolescence of the content, the complexity of the distribution channel, market share desired and profit potential. But the savvy publisher will go beyond these considerations and calculate a price that addresses the value the prospective buyers place on the content.

Focus on communication instead of promotion. People need to know why your content is important to them and where they can get it. Publishers attempt to perform this function through social media, publicity, direct marketing, websites, sales promotion, personal selling, trade shows and other promotional venues. These are valid promotional tools but yield a false sense of security. They assume that sending a message is synonymous with communicating a message. That is a dangerous assumption. The right message sent to the wrong audience at the wrong time will not succeed in motivating people to buy. Think of these four elements of communication to engage and inform your prospective buyers.

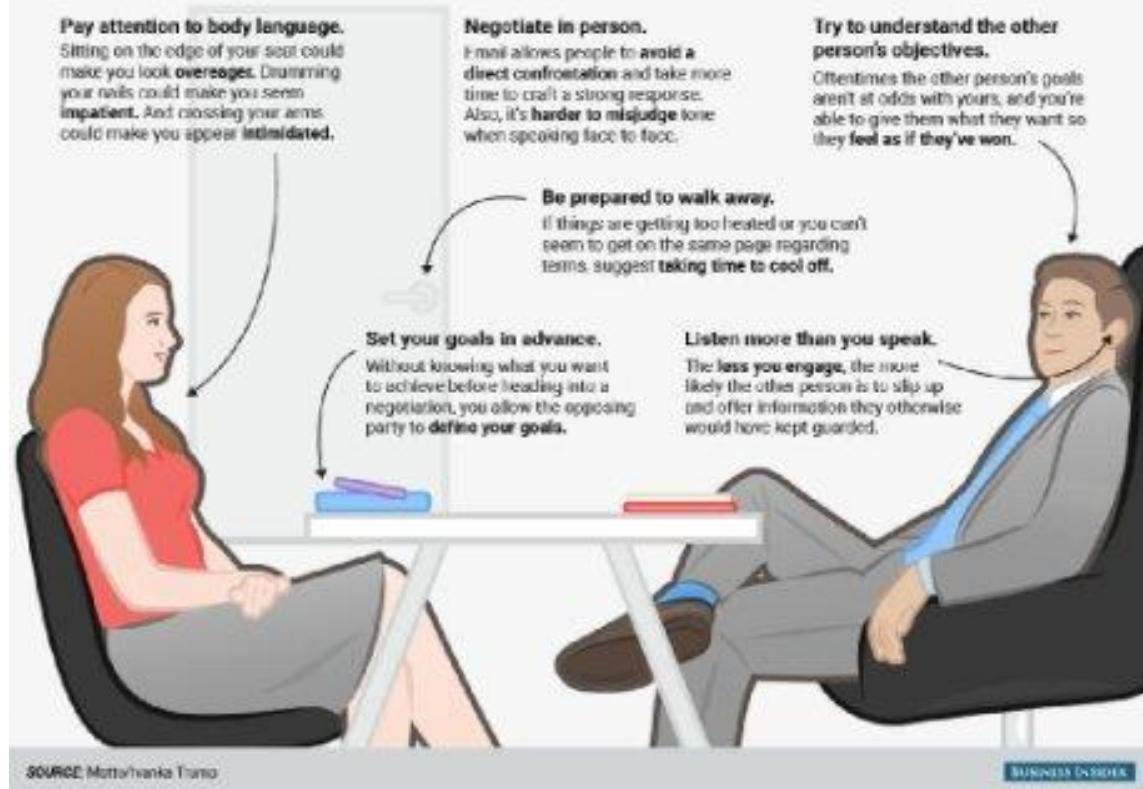
- **Message.** People need to know how they will benefit from purchasing your content. Your message must communicate the benefits to the prospective customer. Describing features of your book (number of pages, awards, photographs) will not engage readers. Instead, describe how they can solve a problem. Begin each promotional device with an attention-getting statement. Build interest by describing how the reader can benefit. Increase the reader's desire to buy your product and then close with some call to action.
- **Market.** A critical mistake book-marketers make is assuming one message is right for everyone. They write a press release and send it to everybody they can think of. However, people buy for different reasons, and you engage them by addressing the reasons that motivate them to buy. Retailers want store traffic and profit per square foot. Librarians want to help their patrons. Media producers and editors want informative, entertaining information for their listeners, viewers or readers. Corporate buyers want to increase sales and associations want to build their membership. Your message must address their concerns or they will not buy.
- **Medium.** Re-read your definition of your target readers. Where do they look for information on your subject? An older demographic may look to printed media (newspapers or snail mail). A younger audience may prefer email or apps on their phones. Your targeted message is more likely to engage if you reach them as they want to be reached.
- **Moment.** Timing of your message is also critical. Do you coordinate your promotion with a special marketing period (see holidayinsights.com)? Do you communicate with educators when they are buying for the next school year? Do you contact government agencies or corporate buyers before their budget money is expended? Do you give consumers sufficient notice to buy your product as holiday gift?

Effective marketing should be a planned, coordinated effort to motivate your prospective customers to buy. Your efforts will be more effective when you look at everything from their perspectives. Provide your content in the right form, show them why it could cost them more not to buy it, make it available in a place convenient for them, and communicate the benefits to people in each market segment. Then watch your sales, revenue and profits increase.

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?

6 NEGOTIATION RULES THAT WILL GET YOU ANYTHING YOU WANT



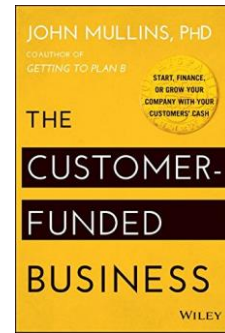
Novel Ideas Tips to Help You Sell More Fiction in Special Markets

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

The Customer-Funded Business, by John Mullins. Bill gates and Michael Dell didn't raise venture capital to start their businesses, and you don't necessarily have to either. Instead, get customers to finance your early growth, using models like Costco's annual memberships or Airbnb's fees (paid by both hosts who rent their homes through the site and travelers who stay in them). That way if you don't need money later, you'll still own all your equity and be able to call the shots.



Tips for Tips Booklets

Paulette Ensign



With all your expertise, your biggest challenge may be choosing how to deliver it to your clients, fans, followers, and prospects who hunger for what you've got. While you've written a tips booklet, crafted and delivered webinars, and offered coaching or consulting, you've left gaps you can easily fill that delivers your content to serve more people including yourself.

Books no longer need to cost \$20,000 to write, edit, and produce or require having a pallet of thousands of copies in your garage. Several people in conversations last week still thought so! The whole process is so much less now in time and money from start to finish.

Knowing how to write computer code is not required to have an income-producing blog. More people still held that belief, recently sharing their frustration that got quickly dispelled. There are many guides available online available by searching for them.

You can convert your free tip-of the week to paid subscriptions that deliver ongoing content in small segments, embellished with special reports and other bonuses for continuous support to your students and recurring revenue for you. This successful sample does exactly that.

ACTION – Identify ways to expand how you deliver your content, adding one new way at a time. Introducing one more way each calendar quarter makes it manageable for you and compelling for your followers without risking overwhelming them or you in the process!

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

Publishing and the World of E-Commerce

By Karan Bedi



Publishing has always been looking for new areas to generate revenue. News magazines sites like Gawker and Business Insider have invested in creating commercial minded content. Essentially, data is defining the way they generate news stories. According to Lucia Moses of digiday.com, “Business Insider got into e-commerce in late 2014 and now has four people writing seven posts a day, with plans to hire at least two more; one recent best-seller they wrote about was an MBA condensed into an online course. Breton Fischetti, BI’s head of commerce, wouldn’t quantify the business, but said

commerce revenue was up 400 percent in the first quarter of 2016 versus the year-ago quarter. A good post can generate ‘hundreds or thousands of orders,’ Fischetti said.” So, there is such as a thing as an E-Commerce publishing system.

So, the question is what can leading publishers from around the world learn from retailers in E-commerce?

Hire an Excellent Editorial Staff – A lot of publishers are adding very qualified editorial staff members aimed at driving content. In this world, the more readers you have, the more customers you will get to sell to. Your editorial team is going to consists of several writers, a lead writer/editor, a couple of designers and a SEO professional helping drive the content that will be marketable to the public at large. A good blog post could generate several large amounts of revenue.

Sensible Products – There are several products available in the market that people could use for everyday use. It could range from mops to mattresses to computer accessories. It highly depends on the type of products you’re willing to sell to customers when they read through your site. This is where an SEO (Search Engine Optimization) professional will come in handy to tell you what products are getting the most hits and what is exactly selling well on a regular basis.

Be Trusted – When you’re selling to consumers via affiliate marketing, it’s important not to be recognized as a company that is just trying to sell to you. In the World Wide Web, It’s referred to as ‘click bait.’ It’s similar to a ‘used car’ salesman trying to sell you a beaten down vehicle. It just puts a bad taste in the mouth of the consumer. So how can publishers overcome a situation like that? The most basic answer to this is to shore up your brand. For instance, if you have a blog that is covering the 30 best cell phone accessories to have, it should cover that area of expertise for at least a week. In that time, you could have links that are a part of the cell phone industry. Also, a good designer will be help in making sure these links are well parsed throughout. It’s about using good creative content to generate revenue.

Subscription Model – Most E-Commerce Solutions companies have something most publishers are not doing and that is the subscription model. Publishers could use content to sell more subscriptions to potential clients using dynamic interfaces. The possibilities are endless.

E-Commerce in publishing has become more prevalent and will continue to grow in the years to come.

Upcoming APSS Marketing Webinars

Oct 4: “Powerful Sales Materials That Sell Truckloads of Books!” By Hobie Hobart, 6:00 pm ET;
<http://tinyurl.com/gnvk566>

Oct 11: “How to Negotiate Large-Quantity Sales” Sponsored by APSS-New Jersey, at Noon, ET,
Register at <http://tinyurl.com/hhs5dk7>

Oct 12: "Sell more books during the Holiday Season" Sponsored by APSS-Washington State; 3 pm ET; Register at: <http://tinyurl.com/jycy5hk>

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

Nov 3: "Blogging for Authors: Unleashing the Power of Community," by Joel Friedlander; 6:00 pm ET; <http://tinyurl.com/z9woun3>

Nov 8: Plan to Sell More Books in 2017," Sponsored by APSS-New Jersey; Noon ET; Register at <http://tinyurl.com/z8tdxlz>

Nov 17: "How to License Translation Rights and Subsidiary Rights—Plan for Success," By Cynthia Frank; 6:00 pm ET; <http://tinyurl.com/zb4sbrg>