



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.**

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Here is your November 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

The article below by Keith Korhely describes the upcoming UPS and FedEx rate increases. Here is a description of the APSS program with PartnerShip.

The [APSS Shipping Program](#), managed by PartnerShip[®], is a comprehensive inbound and outbound shipping program that combines simplicity, savings, and value to all APSS members. As the APSS-endorsed shipping management provider, PartnerShip works with nationally known carriers to provide unparalleled customer service and significant savings on every shipment. Members who enroll in the APSS Shipping Program receive:

- Savings **up to 31%*** on select **FedEx[®]** small package services
- Savings of **at least 70%** on LTL freight shipments with UPS Freight, YRC Freight, and others
- **Discounted pricing** on shipments to and from tradeshow and events

Visit PartnerShip.com/APSS for complete program information and to enroll in the free APSS Shipping Program. If you have any questions, please call PartnerShip at **800-599-2902**, or email sales@PartnerShip.com.

* Includes a bonus 5% online processing discount. Full details available at www.PartnerShip.com/APSS/FedExdiscounts

APSS Tip for Finding Potential Non-Bookstore Buyers

The standard format for direct mail is a three-piece package consisting of a cover letter describing the offer, a brochure and a reply mechanism. However, you can create many variations of this traditional package. Before you get too creative, make sure your piece is in character with the image of your publishing firm and the titles offered.

Many mail envelopes have a *teaser* written on them to get the recipient to open it. While this can be an effective strategy, do not demean the envelope with unnecessary clip art that could distort the impression you want to make. When in doubt, remember the KISS principle: Keep It Straightforward and Simple. Make your letter informative and persuasive, your flyer attractive and descriptive and your reply mechanism complete and easy to use.

Your direct-mail pieces in general will be more productive if you customize the letter and flyer to the needs of the target audience. Niche markets are defined and organized around a common interest in your subject. Write the copy to connect the benefits of your product with the needs of the recipients.

Top Ten List By APSS

The best way you can benefit from selling to special-sales (non-bookstore) buyers is to divide the opportunity into two segments. The first is the retail segment where you reach buyers through distribution partners. The second is comprised of direct sales to non-retailer buyers (businesses, associations and schools) who use books as marketing tools to sell more of their products or help their employees, members or students. Here are the **Top Ten Places to Sell More of Your Books** (five retail and five non-retail).

Retail segments:

1. **Discount stores and warehouse clubs.** Books are discounted heavily and do not offer the same margins of some larger-ticket products. Therefore, these retailers limit shelf space to the brand-name authors and top-selling books. But they also buy from local publishers.
2. **Airport stores.** Books on management, biographies, personal finance and health sell well among business travelers. Books for children also do well here, especially children's activity books. Popular fiction always sells in these stores.
3. **Supermarkets and pharmacies.** Cookbooks, travel books and regional titles move through supermarkets, but health-related topics sell better in pharmacies. Children's titles also seem to do well in supermarkets, but fiction remains the mainstay there.
4. **Gift shops.** This category includes hotels, hospitals, museums, zoos and national parks as well as large chains such as Pottery Barn, Yankee Candle, Pier One, Crate & Barrel, Hallmark Stores and Spencer Gifts. Reach these outlets through direct marketing, sales-representative groups and by attending trade shows and gift marts.
5. **Specialty stores.** You could sell your books through pet shops, auto-supply stores, camera shops, toy stores or business-supply stores – retailers that serve identifiable groups of people with a common interest in your content.

Non-retail segments

6. **Businesses.** There are two areas of opportunity here. One is Human Resources, where employee recognition and motivation is a growing trend. The other is product or brand managers who may use your books to introduce new products, to reward buyers for making a purchase or as a gift to customers.
7. **Associations.** There are over 135,000 membership organizations worldwide. Consider two major ways to sell to them. The first is "cause marketing" where you donate a percentage of each sale to a charitable, non-profit organization to help finance their cause. The other approach is to sell books directly to the association, to be used as a premium or to re-sell through their bookstores.
8. **Schools.** The academic marketplace is an opportune segment for publishers, one using books as a foundation for its existence. It impacts people of all ages, from pre-school through graduate school and adult education courses. Regardless of the grade, age of student, major in college or choice of home, public or private education, the need for books is ubiquitous.

9. **Government.** How would you like to sell to a customer that needs your content, has virtually unlimited funds, and does not return your books? There is such a customer -- it is your own federal government. Don't ignore state and local agencies.
10. **Military.** You can sell books domestically or overseas, through military exchanges, to Department of Defense Dependent Schools, to sailors onboard ships, to retired military personnel and to the families of military personnel.

APSS Tip for Negotiating Large-Quantity Orders

Do not move too quickly. There will be times when all the details seem to fall into place and your enthusiasm leads you to accept an order before you have thought it through. Can you really deliver the expected quantity on time, with the requested customization at the agreed price? Is there a penalty if you do not? Can you fill an additional order quickly if the initial quantity moves faster than expected?

Most Authors Don't Make Money from Writing Alone Jennifer Baker



Many pursue other avenues of financial support when it comes to a decline in revenue from writing.

The writing life, like many other careers, is one with its own hardships both financially and creatively. In my pre-teens I was surrounded by books knowing little about the economics of how they came about. I had a stream of ideas and that well didn't look to be going dry any time soon, therefore writing was the career I wanted to pursue. Ultimately, I grew up to see for myself that author* earnings necessarily weren't dismal, yet it wasn't as lucrative as I perceived it to be.

The assumption of profitability from writing books alone is understandable when you look at lists such as Forbes's 2016 highest paid authors. If you're able to attain the mass, crossover appeal of J.K. Rowling, James Patterson, Stephen King, or Veronica Roth you not only have a stable income, you have clout. These authors have intake that hits the million dollar mark including advances, royalties, international deals, movie/TV adaptations, and other monetary earnings tied to their books. They represent the 1% in the book world.

But what about the other 99% of authors? Beyond the big name lists there's little data available on the amount of advances and wages published authors do earn. This makes the writing life even more mysterious in ways. In 2011, author Meghan Ward did a comprehensive and anonymous survey of author book advances to show the range of what authors made from large to small publishers. (Spoiler alert: Very few received six-figure, multi-book deals.) Participants in this poll also mentioned not earning out their advance, therefore royalties may not be factored into income. A member survey from the Authors Guild's (AG) also helps to shed some reality on the earnings of those who pursue book writing as a career.

In 2015, The Authors Guild commissioned a survey for members comparing their earnings in 2009 to 2015. AG full membership pertains to "traditionally published authors with at least 1 book, self-published authors who have made at least \$5,000 in 18 months from writing, and/or freelance writers who have published three or more pieces or made \$5,000 in 18 months." The survey was sent to all

8,500 AG members as well as 1,300 non-writing members. Precisely 1,674 responded, of which 1,406 categorized themselves as writers full or part time, the majority of which have sold books. The core takeaway was that only 39% of authors were able to support themselves through writing-related work.

From the survey's results it was full-time authors with more than 15 years of experience who saw the largest drop in annual revenue from 2009 to 2015: \$28,750 to \$9,500 for those with 25–40 years' experience and \$25,000 to \$13,500 for those with 15–25 years. Those with 10–15 years saw a slight increase of \$250 in 2015. The AG survey also noted that full-time authors' income generally improved with experience, but when the overall market diminishes they end up seeing the biggest losses.

Mary Rasenberger, executive director of The Authors Guild, said that there are several factors that appear to be connected with the decline. One being lower advances and industry consolidation. "As publishers feel increased pressure to meet the bottom line, authors' advances are often the one negotiable line item in the budget," she said. Additionally, Rasenberger mentioned the reign of Amazon in the retail market to set the price of books below cost "has the effect of lowering consumer expectations about what a book is actually worth, and an increase in digital piracy."

The demands from the industry have also taken time away from writing and pushed authors to put more effort into marketing and communicating with readers. This time has gone up by 59% since 2009 with "many publishing contracts now requiring authors to maintain a web and social media presence." Factor this in with the closing of more brick-and-mortar bookstores, the low price of ebooks, and the increase in piracy have made it less profitable to be an author.

Looking at books specifically the results highlight a truth of a somewhat shaky economy and perhaps an under appreciation for the time and work of artists. While many authors may have (had) day jobs, and well-paying ones, as they pursue writing (see Atul Gawande, Lydia Kang, John Grisham) there are others who aim to have writing and writing-related work be their sole focus. This leads many published authors to pursue the teaching route, especially if they already have an MFA. Highly acclaimed, award-winning writers like Junot Diaz (MIT), Zadie Smith (NYU), Mary Karr (Syracuse) serve as university faculty. The perks of this type of position include medical benefits, time off (including sabbaticals), and the potential for tenure. Authors also teach classes as instructors/adjuncts, for independent entities or summer workshops (e.g., Sackett Street Writers' Workshop, VCFA's Postgraduate Writers' Workshop), or independently. Add to that freelance writing/editing, speaking engagements, fellowships/grants, and other opportunities/positions to keep work writing specific and to have steady income between books or even with a current release.

What the AG survey notes is that the ability to have a better income as an author seems to be waning. This could be thanks to the 2008 crash but also seems to be a sign of an ongoing drop. Kurt Vonnegut** started teaching at Iowa because he was unable to support his growing family with the decreasing amount he made writing pieces for magazines and not having many successful novels under his belt in the 1950s and 1960s.

While these numbers are unfavorable all hope isn't and shouldn't be lost when it comes to the state of the book industry. The most recent Association of American Publishers report showed an increase in publisher's book sales this February as compared to last February, and print books show no evidence of being eradicated by ebooks meaning higher royalty rates for authors from print book sales. Also, there's the "hybrid" author who has published on their own and traditionally as a new route for authors to reach their audience and see more revenue from sales.

The balance between the monetary value placed on the writing life and other professional endeavors is a bit more transparent when more data is available. Overall this reflects the expectations for authors to sell, and sell well, in addition to the work to be done by the industry to recognize authors' time is

money.

*In the case of this piece “author” refers specifically to those who write books (they may also write articles in addition to texts).

Jennifer Baker is a publishing professional, creator/host of the Minorities in Publishing podcast, panels organizer for the nonprofit We Need Diverse Books, and social media director and writing instructor for Sackett Street Writers’ Workshop. She is the editor of the forthcoming anthology from Atria Books, *Everyday People: The Color of Life* (2018). Her writing has appeared in *Newtown Literary*, *Boston Literary Magazine*, *Eclectic Flash*, *Poets & Writers* magazine, the anthology from Shade Mountain Press, *The Female Complaint*. She has also contributed to Forbes.com, The Daily Worth, and Bustle among other online publications.

Understanding the UPS and FedEx Rate Increases

By Keith Korhely



Every year small package carriers FedEx and UPS evaluate their shipping rates and make adjustments that can have a substantial effect on you and your business. The UPS rate increases take effect on December 26, 2016, while the new FedEx rates take effect on January 2, 2017. As always, how much more expensive your particular small package shipments will be in the new year largely depends on many factors, including shipment volumes, sizes, weights, and modes. Here are some quick facts:

- FedEx Express and International rates are increasing an average of 3.9%
- UPS Air and International rates are increasing an average of 4.9%
- FedEx Ground and Home Delivery® rates are increasing an average of 4.9%
- UPS Ground rates are increasing an average of 4.9%
- The dimensional divisor for FedEx is changing from 166 to 139
- FedEx SmartPost®, FedEx One Rate®, and UPS SurePost® rates will be changing

The important takeaway when thinking about your shipping expenses in 2017 is that the announced average increases paint an inaccurate picture of the true impact these new rates could have on your business. The shipping experts at PartnerShip® have dug into the details and analyzed the new rate tables to assess the true impact to shippers and help you make sense of these changes. Learn more about how the 2017 rate increases will affect your shipping costs by downloading the free white paper at PartnerShip.com/RateIncrease.

This tip is brought to you by PartnerShip, the company that manages the APSS Shipping Program. To enroll and receive exclusive discounts on select FedEx® services, visit PartnerShip.com/APSS. For more information, email sales@PartnerShip.com or call 800-599-2902.

APSS Tip for Making Persuasive Sales Presentations

The "tell 'em" approach. A time-tested formula in making personal presentations is "Tell' em what you 'em: Tell' em: Tell 'em what you told' em." When you "Tell' em what you are going to tell' em" in your o ou send a signal as to what you want to accomplish and why. You focus attention on the points you want comprehend. In a spoken presentation, the listener, unlike the reader of your proposal, cannot "re-read" a od. A built-in redundancy is necessary to have your message understood and remembered.

The "tell 'em" formula simultaneously brings and keeps everyone informed on your main topics. If people arrive late they can quickly get up to speed without having you go over previously presented information. It also reminds you to summarize at the end. This approach has stood the test of time because it is simple and it works.

APSS Chapter Spotlight APSS-West Michigan



APSS-West Michigan President: Trish McDonald (Trish@bookapss.org)

Tricia L. McDonald is no stranger to writing. As owner and operator of Splattered Ink Press (www.splatteredinkpress.com), Tricia has a hands-on approach to guiding others in the writing process.

She is an internationally published author, a public speaker and writing coach who lives and writes in West Michigan. On a volunteer basis, Tricia teaches writing classes to local senior citizen organizations.

Her *Life With Sally* series: *Little White Dog Tails*, *Still Spinnin' Tails* and *Waggin' More Tails* are compilations of stories chronicling life with her miniature bull terrier. *Quit Whining Start Writing: A Novelist's Guide to Writing* is a guide to help writers put away the excuses and get the writing done.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Today is a great day to sell your book!

- What will you do to make that happen?
- Will you identify a community fundraising need?
- Perhaps a small business holiday giveaway with the purchase of a product or service?
- Maybe find sponsors to pay for the books and donate them to the local hospital in their name?

Make it happen!

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

14 Ways to Find Potential Buyers

By Brian Jud



Publishers limit their book sales when they see bookstores – bricks and/or clicks – as the only place through which to sell their books. If you want to sell 10,000 books through any retailer, you must get 10,000 people to go there and buy one. But if you want to sell 10,000 books in non-retail markets, you find one person to buy 10,000 of them – non-returnable. Which do you think is a more profitable way to sell your books?

The world of special sales (non-bookstore sales) is actually larger than the opportunity for selling through bookstores. Many publishers do not attempt to sell there because they do not know who the person is to contact.

A logical first step is to find the names of people to whom you will sell. This is called *prospecting* -- the process of searching for people who can buy your books. A *prospect* is the person who can make the decision to buy from you. They could be in corporations, schools, associations, the military and non-bookstore retailers (airport stores, gift shops, supermarkets, etc.).

The place to start is to describe the people most likely to benefit from your content. Who are the people who could benefit most from that information? Where do they shop? Attend school? Are they likely to join an association or the armed services? What companies could use your content to help them sell more of their products? The answers to those types of questions define your prospects.

How to find prospects

Once you organize your target buyers in those segments, the next step is to search for the names of people to contact in each. Here are some of the most productive ways to find the names of prospects.

1. Get prospects to come to you (called “expert pull”) when you increase your visibility and reputation as the expert in your field. Make personal presentations, publishing articles and get niche reviews. Perhaps the most ubiquitous form of expert pull is the use of social media. This includes blogging, podcasts, forums, discussion groups and social networking.
2. Another example of expert pull is to perform on television and radio shows. Explore <http://www.usnpl.com/>, a free directory of TV stations, radio stations and newspapers worldwide with links to them.
3. Meet with people personally. One-on-one networking is an organized way to make links from the people you know to the people they know, expanding your base of prospects.
4. Attend trade shows. You do not have to exhibit, but attend them to learn about the industry and network with the exhibitors and attendees who may be prospects. Find a list of conventions for your target segments at <http://10times.com/>
5. Advertising can generate leads economically. For example, associations need content for their monthly newsletters. Allow them to excerpt from your book in exchange for free advertising in their newsletters.
6. Associations offer other sales opportunities. Explore https://en.wikipedia.org/wiki/List_of_industry_trade_groups_in_the_United_States for those related to your topic, and work each website for the name of the bookstore manager, newsletter editor, local-chapter president and meeting planner (who may hire you to speak to their meetings or become its spokesperson). Contact the membership chair to use your book as a fundraiser or a premium to increase membership.

7. There are many sources of leads for business prospects. Visit www.manta.com for quick access to the names and contact information for people in businesses of all sizes. Get a free supplier profile in the *Thomas Register of American Manufacturers* at www.thomasregister.com. Search for companies and individuals at www.hoovers.com
8. Search the Internet for potential buyers. If you want the name of the Vice President of Marketing at Company X, then perform a Google search for him or her. Go to a company's or an association's website to find a list of their staff and board members.
9. Join LinkedIn to find and connect with business people with whom you can form a relationship before making personal contact.
10. Reach large numbers of people via postcards, letters and email. List brokers such as <https://www.infousa.com/> sell lists of consumer business people.
11. Get referrals from your customers. Ask them for the names of people in other divisions of their company, or their suppliers and customers who could use your book as a promotional tool.
12. Read trade magazines in your target industries. Look at the ads for companies that could be prospects. Find links to major magazines at http://en.wikipedia.org/wiki/List_of_United_States_magazines
13. Conduct teleseminars, webinars and seminars. Use these to reach prospects and capture names for your list.
14. Build a prospecting element into your website. Place benefit-laden descriptions of your titles there, and make your literature or catalog easy to download. Gather names by offering something for free.

Searching for prospective buyers of fiction

Authors of fiction have even more prospecting opportunities. People read novels while traveling, vacationing, in hospitals and while serving in the navy onboard ships. Search for buyers at cruise ships, travel sites, bus tours, airlines, limousine services, B&Bs and others as appropriate to your title. Suggest your book as a premium or gift to be given to people for doing business with them.

Prospecting for new business is similar to exercising. It will produce positive results if you do it routinely. It takes time, but if your sales pipeline is always filled with potential customers, then you are in for a future of positive revenue flow.

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?

“Do not follow where the path may lead. Go instead where there is no path and leave a trail.”
Anonymous

The path upon which most publishers travel leads directly to bookstores. This is “what everybody else does,” so it must be the only way to sell books. Those who venture on a different path to special sales often find non-competitive ways to increase their sales, revenue and profits.

The path you are on is not always as important as heading in the right direction.



Novel Ideas

Tips to Help You Sell More Fiction in Special Markets

Use a three-step process for marketing fiction (By Jodee Blanco)

Step 1: Read the book as if you were an investigative journalist searching for a story idea. For example, say you’re publicizing a romance novel about a May-December relationship. Your first job is to analyze which theme or themes featured in the book could be packaged as media angles. In this particular example, the May-December angle is powerful because it’s controversial and relevant. You may even be able to piggyback current events. For instance, if you had been mounting your campaign during the Monica Lewinsky scandal, that would give you the perfect tie-in pitch.

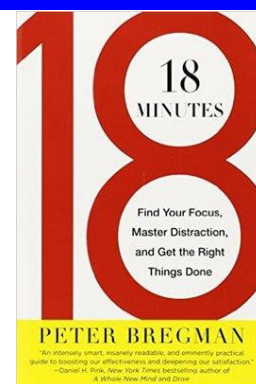
There might also be another news angle lurking in the story line. Perhaps the heroine gets impregnated out of wedlock by her older paramour. That’s an interesting theme. You could develop an intriguing human-interest angle with the idea of older men fathering children and the impact of this on the family. Using this angle would also open up opportunities for co-promotions with special interest groups, such as foundations and support groups for unwed mothers.

Steps two and three will be published in the next two issues of *The Sales Informer*

Read It And Reap An APSS Recommendation for a Book That Can Help Your Business Succeed

18 Minutes: Find Your Focus, Master Distractions, and Get the Right Things Done, by Peter Bergman

Based upon his weekly *Harvard Business Review* columns, *18 MINUTES* clearly shows how busy people can cut through all the daily clutter and distractions and find a way to focus on those key items which are truly the top priorities in our lives.



Tips for Tips Booklets

Paulette Ensign



What choices do you give your current and prospective clients when they want your tips booklets, books, consulting, coaching, or speaking services? Too many choices risks sending them into overload, prompting their overwhelmed mind to say “no.” Too few choices may miss the mark on what works best for them as they are reacting literally rather than creatively to what you are presenting.

You have likely seen offers of three possibilities, labeled in some form of basic, intermediate, and premium packages, often touting the middle or highest price as best value. A recent email from a colleague who is an advertising specialties expert resonated enough to share it with you. Her presentation is clear, clean, and compelling! See for yourself here

Although it could seem to be in a different industry, it’s not really. There are endless products on which your tips can be printed, depending on the budget and intended use for your clients. Whether your people want your content on products for a promotional campaign they are doing or to strategically distribute at a trade show, giving them choices increases the likelihood of supporting their success.

ACTION - Choose several products that can be branded with your tips and your clients' contact information, giving options for them to save, splurge, or go somewhere in between!

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

How Effective Advertising Makes People Remember Your Name

By Sam Makad



Want your brand to become a household name? Effective advertisement has the solution.

The meaning of the word advertisement is quite simple—it is an announcement or a notice through a public medium to promote a brand, service, event, or product. Indeed, advertising is one of the most convenient and easy ways to grab the attention and the time of the general population.

An advertisement is a way to reach people’s mind, heart, and imagination. With the medium, companies can successfully promote their product or service so that they can bump sales numbers.

But, that isn’t the only objective of advertisements. With efficient traditional adverts and promotional strategies, enterprises always look to promote to their name so that a customer can remember them the next they head for the bazaars. Effective traditional adverts still leave an influence on people’s mind, albeit by rubbing shoulder with the digital formats.

With proper and effective advertisement, shoppers can have a general idea about what you can offer and what they can get from your side. And, on top of that, firms can also make their brand, product, or service’s name ubiquitous through adverts. So, let us find out how companies actually derive the

maximum coverage from this sort of effective traditional advertisement.

People trust you even more

With adverts, especially traditional promotional formats like billboards, hoardings, roadside gantries, radio, print media and newspaper advertisement, you and your company are physically presenting something for people to look at or hear.

A proper advertisement with correct content can grab the attention of everyone, thus, giving you a ubiquitous presence and increasing your value in front of the population.

The on-strategy adverts that you showcase will surely reach your targeted audience and appeal to them to do business with your brand. The physical aspect of traditional adverts, particularly the hoardings and gantries, can also influence a buyer's interpretation of your business and brand.

Shows what your company is all about

When you want to sell or promote your products or services, at first you have to highlight the company is all about. Effective outdoor advertisement provides you with the freedom as it shows your intent and what you can offer to your customers and shoppers.

Educate your audience

Traditional and effective advertisements have the power to convey information and knowledge to your audience. All you need to do is find the correct content for your advert, select the optimum media or medium, and display it to the people you want to cater to.

The targeted people will easily get to know more about the product or service that you offer, all because of your advert or message. They will also gain knowledge about what they can do and make a purchase decision based on it.

Just make sure you portray the advert at the right place. Take the help of effective traditional online media buying & selling agencies to secure the best possible media mix strategy and locations/spots for your billboards and media ads.

Companies find the comfort from the fact that when they educate people via their advertisements, they actually give them the prime reason to opt for their product or service. Some firms spend years to educate their customers about their features and benefits; however, with proper outdoor advertisement mix, you can easily provide adequate information to your customers.

It helps you to distinguish your brand accurately

Why should people buy your product? You may believe you have the best product in the market and might also say that you sell it at a competitive price. Similarly, your competitor might utter the same words and have the same belief.

Just believing will not help you to cross the finishing line, as people should know you and your brand name first. With competitors spread all over the market, you will certainly have to walk that extra mile to shine above all your rivals and make your company a household name.

If your advertisement gets placed at the right location or spot, then you can easily penetrate the market with even more success. See this hoarding banter between two of world largest car companies.

For this to happen, you always have to take the help of online media buying agencies to secure and book the optimum position to display your advert on. The same factor will also come into play when

you want to select the prime spot on a radio program or book a prominent page in a newspaper or a magazine. Here, these media buying and selling platforms would provide you with the right leads and spaces to maximize your marketing and advertisement strategy mix.

Once you have the prominence, you will indeed feature in the plans of your customers the next time they go out for shopping.

[Edit](#) Upcoming APSS Marketing Webinars

Dec 8: "How to Get the Book Endorsement of Your Dreams," by Sandra Beckwith; 6:00 pm ET; <http://tinyurl.com/zh3q5xm>

Dec 14: "Launch Your Book Successfully," sponsored by APSS-Washington State; 3:00 pm ET; <http://tinyurl.com/hdk5trc>

Dec 20: "Network Like A Fox Online To Boost Your Author Platform, ' by Nancy Fox; 6:00 pm ET; <http://tinyurl.com/jq9ntd4>

Jan 3: "Turning Your Book Into a Marketing Machine and Avoiding Key Mistakes Authors Make," by Bret Ridgway; 6:00 pm ET; <http://tinyurl.com/h7f6h6n>