



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 December 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

We are planning to feature book-selling success stories in the APSS newsletter, *The Sales Informer*. If you have experienced any success selling to non-bookstore buyers, would you send me a brief summary of your success to publish in the newsletter? I headshot to accompany that would be great, too.

APSS 2016 Annual Review

2016 was a good year for APSS with many positive events. As a result, our membership increased by over 10%. Here are some of the highlights from this year that are exclusive to APSS members:

- Increased our local chapters so we now have one in Charlotte, Chicago, Colorado Springs, Connecticut, Houston/South Texas, Maine, Mid-Atlantic, Nashville, Nebraska, New Jersey, Philadelphia, Phoenix, Santa Clarita (CA), Santa Fe, Sarasota, Washington State and West Michigan. Two international chapters are open in Canada and Nigeria. If you are interested in starting an APSS chapter near you, please let Brian Jud know at BrianJud@bookapss.org See many reasons to join a chapter at <http://community.bookapss.org/page/why-join-a-chapter>
- Created bookstore-distribution opportunities with Midpoint Trade Books and SPU (subsidiary of IPG)
- Started the APSS Membership Sweepstakes in which one member is chosen monthly. 2016 winners were Ethan Rappaport, Valerie Stastik, Beverly Black, Jim Culberson, Helen Nelson and Jef Gazley
- Continued our series of 90-minute informative webinars. APSS presented over 60 hours of information this year to help you sell more of your books more profitably. In addition to many webinars on various elements of special sales, we had speakers present information about electronic editing, social media, how to start a publishing business, marketing on a budget, green audiences, cover design, how to launch a book, revenue streams to grow your publishing business, selling to libraries, creating promotional literature, legal issues, subsidiary and foreign rights, networking and many other topics.
- Tested the concept of APSS Mastermind Groups which will be introduced to all members in 2017

- Implemented the *10-Steps to Success* educational modules that give members step-by-step instructions for finding and contacting prospective buyers in non-bookstore markets
- Began the weekly Open Mic events in which Brian Jud is on the phone for an hour every Thursday at Noon Eastern time to answer questions about APSS and special sales in general
- Opened the Ebook store for APSS members to sell their ebooks
- Created the Suggestion Box that members can use to give us ideas for new programs and make comments on existing programs
- Held two board meetings with the existing Board members Guy Achtzehn, Sharon Castlen, Carol McManus, Rudy Shur and Karen Strauss
- Conducted two surveys of all members for feedback and ideas for how APSS can improve to offer even more services and value to our members.
- Prepared the new APSS website for its launch in early 2017, which will include an updated list of recommended suppliers and speakers bureau

APSS Tip for Finding Potential Non-Bookstore Buyers

Write a description of the people who will want to purchase your products or services. This should result in a one or two sentence description along the lines of "business women who travel alone for work," "manufacturers, inventors and home owners interested in green technology" or "people with strong leadership skills who want to start their own business."

Editor's Note: See Guy Achtzehn's article below for tips on how to find buyers' contact information

Top Ten List By APSS

Do you want to produce better books and sell more of them in 2017? Here are the **Top Ten Things To Do To Help You Be More Successful In Your Book Marketing During 2017.**

1. Have good content that is based on a market need and is different from or better than what exists (if you think there is no other book on your topic, think again); you are not selling books, but selling how your content meets buyers' needs better than other options;
2. Have a quality product, which includes professionally edited text and marketable cover design (front, rear and spine) and page layout
3. Have reasonable expectations – recognize that the world doesn't care that you wrote and published a book – you have to make them care; it could take years to reach profitability
4. Know and define your target readers (not "everybody") and group them in market segments; then, form is a variable – do buyers (in each target segment) want your content as a printed book, ebook, DVD, seminar, etc.?
5. Work with distribution partners to get your book into retail stores (bookstores and non-bookstore retailers); recognize that retailers don't sell books – they display books that are profitable to

- them (if your book doesn't sell, it's gone); have a "knock-off factor" – a reason why they should place your book on the shelf instead of one that is there now)
6. Understand that distributors don't sell books – they fill the pipeline; it's up to you to get people to go to stores to buy your book ("pull" vs. "push" strategy); if your book doesn't sell in 90 days because of your lack of promotion, it is returned; (sell through)
 7. Re-invest revenue for "perpetual promotion" – you are running a business and need to consider the volume and velocity of revenue; don't quit your day job until sales reach a profitable level; manage your time
 8. Consider selling to non-retail buyers (corporations, associations, schools, military, libraries); You have to do the selling (prospecting, proposals, presentations, negotiating) or find someone to do it for you; sell *to* vs. sell *through*; non-returnable sales; rights sales (subsidiary and foreign);
 9. Run the numbers; create a cash-flow analysis for at least five years into the future; what will it take to be profitable and are you willing to do what it takes to make it happen?
 10. Do all this and book marketing is as simple as PIE because you Planned your actions, Implemented your actions passionately then Evaluated your results and made necessary changes

APSS Tip for Negotiating Large-Quantity Orders

Find and eliminate the pain. Murphy's Law is alive and well in special sales. Things have gone wrong in the past, and most likely will go wrong in the future. If you can find the pain points in the past and show how you can minimize them occurring in the future you are well along the path to closing the sale. You are also demonstrating your desire to solve their problems.

Again, start by asking a question. You can uncover past problems by saying, "If we were to agree today to implement this proposal and you were to look back a year from now, what would make you glad you agreed to do it?" The response will usually be, "Well, everything would have gone smoothly. Everything would have been delivered on time and we wouldn't have all those problems trying to placate our customers." Now you know prompt delivery is a "pain point" and you can focus on your on-time delivery pledge.

APSS Tip for Making Persuasive Sales Presentations

Your presentation is not unlike a job interview. You are rarely hired on the first interview. Over the course of several interviews you meet with – and present to -- others involved in the decision. You do not get every job for which you interview, nor do you get every sale for which you make a presentation. But you have to put in the same preparation and energy into every presentation as if it is the most important one you ever made.

Seven Options for Publishing Your Books

Michael Larsen



1. You can self-publish your books--**the new model for most new writers--using one or more of these options:**

- Photocopying your manuscript and selling it in a three-ring binder
- Publishing them as hardcovers, mass market books or trade paperbacks
- Using print-on demand (POD) at no cost or by paying for services
- Using print-quantity-needed (PQN) for short runs
- Using offset printing for longer runs
- Publishing them for free online as a blog, articles, or a manuscript
- Publishing them with the growing number of publishers that have self-publishing imprints
- Selling them chapter by chapter as a subscription

2. **You can publish it in other media** such as app, software, a podcast, audiobook, or sell the rights to a company that does these products.

3. **You can pay for all of the costs to publish your book with a vanity or subsidy publisher.** But vanity publishing has no credibility in the industry.

4. **You may be able to partner with a business or non-profit** that will support the writing, publishing, and promotion of your book because it will support their agenda.

5. **You can sell the rights to...**

- one of the five publishers that dominate trade publishing
- a small press, midsized, regional, niche, or specialty publisher
- an on- or offline trade or consumer periodical that will serialize your book
- a publisher for a flat fee as a work for hire
- an academic or university press
- a professional publisher that publishes books for a specific field

6. **You can work with a packager** who provides publishers with a file ready for the printer or finished books.

7. **You can hire an agent**

Michael Larsen at Larsen-Pomada Literary Agents / larsenpomada.com / larsenpoma@aol.com

What Libraries Look For in a Self-Published Book

Amy Collins



If you are looking for a new source of income from your book, you might want to consider libraries. Libraries in the US are experiencing a huge surge in foot traffic. Public librarians are seeing a lot more patrons and their checkout rates are skyrocketing. Need more good news? Their budgets are going up too. In many cities, the annual budget for libraries is increasing and libraries are opening new locations and reopening at historical rates.

With over 3 billion dollars a year being spent in US libraries (according to ALA Materials Survey released March 2016) on materials (read: books), it is time for you to spend some of your sales and marketing time presenting your book to librarians.

Before you pick up the phone or keyboard, you need to know one key piece of information: what libraries look for in a book.

#1 They want books that will appeal to their patrons.

The higher the checkout rate at a local library, the more successful the library is rated. Books that appeal to patrons mean higher checkout rates and the librarians are seen as successful and the libraries get to keep their budgets intact.

#2 They want books that drive traffic into their libraries.

The more people that visit a library, the more needed the library is to the community. Budgets go up, more staff is needed, and everyone gets to keep their job and continue with their main goal which is...

#3 They want to be of service to their communities.

Librarians the world all over have one common characteristic...they want to be helpful. It is the main reason why they become librarians. So, if you (as an author) can be of help to their patrons, you should offer! Write an article for their newsletter, offer a workshop, host a club or event.

#4 They want to save time and look good to their bosses.

Librarians are just like the rest of us. They are overworked, busy, and want to go home at the end of every day knowing that they are well respected. If you can help the librarians order successful books quickly and easily, you are doing great. Do what you can to make a librarian's job easier, and you will have a lot of sales.

#5 They want to work with authors that understand these first four goals.

If you approach librarians with a marketing plan that will drive traffic into their branch, and you can show them that your book will do well on their shelves; if you can offer them your book easily and through wholesalers that they already work with and can offer their patrons some added benefits....You are well on your way!

Materials librarians use to decide which books to buy

- A one page sales sheet with your book's details and description
- A one page sheet about the author that showcases what a great person you are
- A marketing plan and outline showing all the ways you are going to promote the book
- A list of things you are willing to do to help the library promote the book and your topic
- Reviews from trusted sources

Now that you know what libraries look for in a book, create an email that focuses on the librarian's goals instead of on how great your book is. A proper attitude, the right tone, and the right materials will get you much further than your belief that your book should be a best-seller.

Amy Collins (amy@newshelves.com) is the President of New Shelves Books, one of the best-known book sales and marketing agencies in the US. Amy is a trusted expert, speaker, and recommended sales consultant for some of the largest book and library retailers and wholesalers in the publishing industry. In the last 20 years, Amy and her team have sold over 40 million books into the bookstore, library, and chain store market for small and midsized publishers.

APSS Chapter Spotlight

APSS-Southern New Jersey and Greater Philadelphia

Joanna Swank – Chapter President



As a writer for nearly a decade, I joined countless groups and associations but none are dedicated solely to published authors. I teach courses to aspiring authors and the resources to them are countless but there is a great lack of published only author groups.

As a marketer by trade I have a knack for coming up with unique ways to promote my books. I wanted to have a group where published authors could come together and share ideas about how to improve readership and sales. After finding APSS.org and speaking with Brian I felt I found the right association that fits the ideal group I have in mind.

2017 will be the official launch of the Southern New Jersey and Greater Philadelphia Chapter of APSS. My hope is to have both in person and online meetings throughout Southern New Jersey and Philadelphia so no matter where you reside there will be a meeting for you to attend.

I look forward to meeting everyone in person or in the cyber world. Let's bring our unique stories to the world at large.

If you want to help start or join this chapter, contact Joanna at Joanna@bookapss.org

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Four Tools to Help You Find a Buyer's Email Address

When it comes to selling, finding the buyer's name isn't the hard part. The real hard part is getting in touch with that person! However, it doesn't have to be, and is probably much easier than you think. If you utilize the right tools and know where to look, you will be able on your way to a more meaningful and successful approach, that doesn't have to begin with "I'd like to connect with you on LinkedIn".

Below are four tools and tips you can use on a regular basis to make sure you can locate the best email contact information for a prospective buyer.

1. Hunter (formerly known as Email Hunter)

Hunter (<https://hunter.io/>) is a Chrome extension that uses the email naming convention of a company to guess the proper email address. For example, if your name is Joe Smith and your company uses the email template of jsmith@company.com, it is easy to guess another employees email... if you know their name; it's clearly the first letter of the first name followed by last name at company.com. So, if you are on Brian Jud's LinkedIn page, Hunter would come up with the guess b_jud@bookapss.org. You have to create a free account to get the complete address. Hunter will only find work-related emails

and you are allowed 150 uses per month for free. The search is based off of the most recent employer on that persons LinkedIn page, so if the individual no longer works for that company, this will be a dead email.

2. Lusha

Another Chrome extension called Lusha (<https://www.lusha.co/>) will find both personal emails as well as phone numbers. It scours the web to find where a person's email and or phone number is located. It is important to note that Lusha only allows 10 free uses per month (however for a price you can upgrade this option) and the free uses are shared between organizations.

3. Prophet

This is also another chrome extension, [Prophet](#) scours the web for contact information as well as other sites your prospect may own or be on. Prophet works like Lusha and Hunter combined. It will search the web for a personal email address, however if it cannot find any it will take a guess of the email based on where the individual works. Like Hunter it uses the most recent work information listed on LinkedIn. If the candidate hosts any blogs or other sites it will list those as well in the extension.

4. Basic GitHub search

A good portion of Github users have an email publicly listed on their main profile page. Just perform a simple Google search of the "candidates name+GitHub" and you will bring up their profile, if they have one. Once on their profile site more times than not you can see their email in their contact info.

And of course once you have the buyer's email, you want to make sure you write an email worth responding to. Send a poorly written email and all of this work goes to waste. Happy sourcing and good luck!

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

Making Your Pitch from the Buyer's Perspective By Brian Jud



Making a large-quantity sale (5,000 or more) of your books to corporate buyers typically entails a formal presentation describing how your content can help the company in some way. You can improve your chances of making the sale with an analogy to the game of baseball. In any one game there may be several different pitchers used, but the same catcher is always there.

How does this equate to selling books? There may be several publishers pitching their books to corporate buyers -- the people catching the pitches. The buyers have business issues they need to resolve, and the pitchers who demonstrate how their content eliminates those pain points get the win.

For example, let's say you have a book with content that helps to motivate employees and you are making a presentation to a Human Resources (HR) manager. This person wants to reduce absenteeism and increase productivity for the company's 10,000 employees.

Look at this from the perspective of the HR manager. What is he or she thinking as you are talking? The person is probably wondering about how the company's employees will be able to use your information successfully. If they adopt your message, will it actually help them reach their objectives? Are you a

credible source of the message?

If your pitch is only about how great your content is, there will be a major disconnect and you will lose the sale. Of course, you have to describe your content, but talk about in terms of its applicability to the recipient's issues. And this will probably be different for each presentation you make. Here are at least four things the manager wants to know in this situation.

Will my employees understand what you are saying? Your presentation should address how your content clearly and concisely explains your message and how it will benefit these employees. Give each buyer an autographed copy of your book with sections highlighted showing your reader-friendly style of writing.

Are you a credible source of information? Prove to the buyers that you are knowledgeable on your topic. Include a handout describing your education and the experiences that lead you to develop your message. A previous user's testimonial to your sincerity may be worth more than you saying it yourself.

Will my employees adapt it to what they currently believe? In a large corporation there may be several generations of employees and they are all motivated in different ways. According to Professional Solutions, Baby Boomers are most concerned with executive presence and cost effectiveness. Those in Generation X are motivated by collaboration, building relationships and solving problems. Millennials are the most tech savvy. Demonstrate that you understand the differences and how your content will be relevant to each.

Will my employees actually do it? Show the buyers that your content will motivate their employees to take action because you give examples and instructions that make it easier to do. With your book in hand, point out the pages with explicit step-by-step instructions for implementing your programs. If you have a workbook accompanying your book, show the buyers how easy the exercises are to complete. Offer to work with the employees to make sure they are doing the assignments. Of course, you will be compensated for your time.

Will my employees internalize it for long lasting results? This is something you cannot guarantee. If you have testimonials from other clients, offer them as proof that your concepts had long-lasting benefits in other organizations. If you do not have testimonials, offer to do follow-up classes, seminars or webinars for the employees to instill your instructions and maximize benefits to them and the firm over time.

If your prospects are thinking about their issues as you are talking about your book, real communication will be less likely. They may hear what you are saying but not be listening. Get your prospects to become customers by addressing their unspoken concerns, by demonstrating that you are truly interested in helping them solve their business problems. Address their issues from their point of view and you will prove yourself to be an empathetic partner in the discussion, not just another vendor trying to sell them something. You will sell more books as a result.

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?

Stick your neck out and make 2017 become exactly what you want it to be. You don't have to break your neck trying too hard, simply **DARE** to do better in 2017:

Discover new markets with a better view of your surroundings.

Adapt your marketing plans to better fit your books, personality, goals and resources to sell in a different neck of the woods – special sales.

Rid yourself of negative thoughts that could be dragging you down. Stand tall!

Empower yourself. Don't let the naysayers hold you back. You are head and shoulders over them.



We at APSS wish you great success in 2017, Brian, Carol, Guy, Karen, Kaye, Kim, Rudy, Sarah and Sharon

Novel Ideas

Tips to Help You Sell More Fiction in Special Markets

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

Step 2: Interview the author thoroughly to uncover elements that could either establish the author's credibility as an expert or be used as news stories. Ask for as many details as possible. Perhaps the author was involved in a May-December relationship in the past, and it was one of the primary motivations for writing this book. Such a personal connection to the subject matter is good fodder for a human-interest article. Or maybe the author was a couples counselor, and the novel was inspired by real case histories. Dig as deep as necessary to discover something with an interesting edge that you can use to establish author credibility and engineer a campaign.

Step one was published in the November *Sales Informer* and step three will be published in the January 2017 issue

Upcoming APSS Marketing Webinars

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>

Jan 19: "Tax Tips for Authors and Publishers," by Carol Topp, CPA; 6:00 pm ET; <http://tinyurl.com/j9tm8ks>

Feb 3: "How to Write About Real People Without Ending Up in Court," by Helen Sedwick; 6:00 pm ET; <http://tinyurl.com/h8skccq>

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

Willpower: Rediscovering the Greatest Human Strength by Roy F. Baumeister.

Pioneering research psychologist Roy F. Baumeister collaborates with *New York Times* science writer John Tierney to revolutionize our understanding of the most coveted human virtue: self-control. Drawing on cutting-edge research and the wisdom of real-life experts, *Willpower* shares lessons on how to focus our strength, resist temptation, and redirect our lives. It shows readers how to be realistic when setting goals, monitor their progress, and how to keep faith when they falter.

By blending practical wisdom with the best of recent research science, *Willpower* makes it clear that whatever we seek - from happiness to good health to financial security - we won't reach our goals without first learning to harness self-control.

