



THE SALES INFORMER

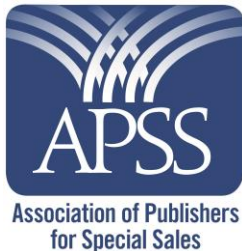
Association of Publishers for Special Sales

**A monthly e-zine dedicated to helping APSS members sell more books
to more buyers, more profitably.**

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Here is your April 2017 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



New Bookstore Distribution Option for APSS Members

Cardinal Publishers Group (CPG) has agreed to provide distribution for adult non-fiction books (no fiction, inspirational or children's books) published by approved APSS members to bookstores and other non-bookstore retailers across the United States and Canada. CPG will consider distribution of printed books and ebooks by APSS-member authors and publishers, even if the member has only one title on their list. In addition CPG reserves the right to reject any book if production standards, formats and genre categories are not an effective fit. This arrangement excludes books with the ISBN of a print-on-demand company. For details on how to submit product for distribution visit <http://cardinalpub.com/prospective-clients/submit-your-book-for-review/> For more information on CPG visit www.cardinalpub.com

The distribution programs with Midpoint Trade Books and SPU (Division of IPG) remain in effect, too.

APSS Tip for Finding Potential Non-Bookstore Buyers

People's decisions about what to purchase can be broken down based on a variety of demographics such as income, age and level of education. Defining a target audience by collecting its demographics provides a precision that dramatically reduces the guesswork many entrepreneurs use when defining a business venture. Clearly defining the target audience is the foundation to creating a focused and effective marketing message. Knowing who the buyer is can also tell a business owner where to place her advertising message so the target audience sees it and acts upon it.

Top Ten List



You have written your book at last, and it is finally available on Amazon, Kindle and all the other retailers. So the next thing to do is open a Twitter account, start a fancy looking Facebook page and perhaps design a new website, and maybe get back to using your blog, which you had forgotten all about while getting your book written and published. Then the sales will roll in. So very, very wrong! **Here are ten book marketing**

mistakes to avoid.

Mistake No. 1. Thinking that you need to sell your book is probably the most common mistake new authors make. Cars need sales people to sell them. Real estate needs agents to sell houses. Books cannot be sold like this. They are bought by readers, with no one pushing a pen and a contract across a desk and pressuring them to sign.

Mistake No. 2. Thinking that social media sites such as Twitter and Facebook can help to sell books. Social media is very useful for an author in building an interested following. But in saying that, you need to be seen as an interesting or informative person to gain these followers and friends. People want interaction, information or light entertainment on social media. Not book covers and Amazon links.

Mistake No. 3. Releasing a book with no marketing plan. Readers can only buy books that they have heard about. A marketing plan is the means by which you plan to make your book known to potentially interested readers.

Mistake No. 4. Thinking that the world is a huge book market, and that your book will appeal to everyone. In reality, your book, like all books, will only be of potential interest to a very tiny part of the market. This is your niche market. If you don't know what it is, you need to find out.

Mistake No. 5. Thinking that having the title of an author will impress people. It doesn't, and especially nowadays when everyone can or is an author. Basing your online presence around the title of author is not going to sell books. 'Author of the Up The Spout', is now so common, it is an instant turn off. Being someone interesting, though, can and does attract book buyers.

Mistake No. 6. Not understanding the importance of metadata. In some respects, book marketing can be as simple as getting your books in the right place. Books at the front of a bookstore always sell better than those at the back. But today, this means at the front of an online store. To get any attention at all, a book needs to be published with precise metadata, which includes categories, keywords, a short book description, ISBN and title. Metadata is how book buyers can find your book – and buy it.

Mistake No. 7. Using 'kill' words online. These include check out my book, buy my book, check out my blog, get my book for free, free for two days only or five-star reviews for my book. These 'call to action' words and phrases might work for dishwashing detergent, but not for books. The mistake many new authors make is in not thinking how they themselves react to these 'kill' words. Most often, the honest answer is, negatively.

Mistake No. 8. If you haven't invested any money into your book, don't expect a return on your investment. Money spent on a great cover, good editing (or at least thorough proofreading) and online promotion before and after the release is money well spent. It does not need to be a huge investment, but you get what you pay for.

Mistake No. 9. Promoting a free ebook. Why waste time and probably money on promoting something that has no possibility of making a cent in return? The days of giving away 1,000s of free ebooks to help a book's ranking on Amazon are long gone. On top of that, free ebooks are a great way to attract one-star troll reviewers. Why give them a chance?

Mistake No. 10. Failing to use your book's themes and topics as the cornerstones of attracting interest. Telling the world that your book is a crime thriller is of no real interest, but if its theme is about mafia gangs in Naples in the 19th century, this may well be of interest to some readers. Follow blogs related to the theme of your book, comment, interact and inform people of your knowledge and build an audience, but leave any mention of your book aside. If you interest people they will discover your book, and discovery is by far the most powerful bookselling tool in your marketing cabinet. Use it.

Free Bonus Mistake. Not having a second book underway or almost ready. Relying on one book will rarely bring in a lot of royalties. Writing a second book will help, as will a third. Most importantly, the lessons learned from a debut book can be invaluable in not making the same mistakes again. Writing and self-publishing is a steep learning curve and only those who persevere and are willing to learn succeed.

An Extra Free Bonus Mistake. Not reading advice articles such as this. There is no shortage of sound advice available on the Internet for new and not so new self-published authors. Use other people's experience to help you understand how to give your book its best chance of success. Keeping up to date on news in the industry, changes, which are constant, and trends in online publishing all help in making better decisions.

APSS Tip for Negotiating Large-Quantity Orders

Know in Advance What You Want to Accomplish. Determine in advance the boundaries of an optimum order for you. This is your Best Negotiated Outcome (BNO), your knowledge of what you can sacrifice in the negotiation process and still make a profit.

Before you meet with your prospect consult your printer to learn your book's printing costs at a variety of quantities. Learn the cost to customize your books if you have to add the customer's logo to the cover, or insert a page with their message. How much time is needed to print and ship various quantities? The buyer typically pays the shipping charges, but be familiar with approximate transportation charges at different quantities.

This preparation serves you well in two common circumstances. Your prospect might say, "What is my price and delivery date for 10,000 books printed with our logo on the cover?" You can answer quickly and correctly, and close the sale on the spot. Conversely, your prospect may say, "If you can deliver 10,000 customized books in four weeks for \$3.00 each, I'll give you a check now." You will know immediately if those terms comprise a profitable order. Then you can either accept or counter.

APSS Tip for Making Persuasive Sales Presentations

Keep your audience attentive and involved. A presentation should not be a one-way monologue. Well-chosen and properly used visual aids can get the people involved mentally, if not physically. This is more likely to keep them interested and aware.

13 Things You Should Give Up If You Want to Be Successful

Zdravko Cvijetić



”Somebody once told me the definition of hell: “On your last day on earth, the person you became will meet the person you could have become.” Anonymus

Sometimes, to become successful, we do not need to add more things, we need to give up on some of them. Even though each one of us has a different definition of success, there are certain things that are universal, which, if you give up on them, you will be more successful. Some of them you can give up today, while it might take a bit longer for others.

1. Give Up on The Unhealthy Lifestyle. If you want to achieve anything in life, everything starts here. First, you have to take care of your health, and there are only two things you need to keep in mind: healthy diet and physical activity. Small steps, but you will thank yourself one day.

2. Give Up the Short-term Mindset. Successful people set long-term goals, and they know that these aims are merely the result of short-term habits that they need to do every day. These healthy habits should not be something you do; they should be something you are. There is a difference between: “Working out to have summer body” and “Working out because that is who you are.”

3. Give Up Playing Small. If you never try and take great opportunities, or allow your dreams to become realities, you will never realize your true potential. Moreover, the world will never benefit from what you could have achieved. So voice your ideas, don’t be afraid to fail, and certainly don’t be afraid to succeed.

4. Give Up Your Excuses. Successful people know that they are responsible for their life, no matter their starting point, weaknesses, and past failures. Realizing that you are entirely responsible for what happens next in your life, is both frightening and exciting. However, it is the only way that you can reach the success because excuses limit and prevent us from growing personally and professionally. Own your life; no one else will.

5. Give Up the Fixed Mindset. In a fixed mindset, people believe that their intelligence or talent, are simply fixed traits and that talent alone creates success — without effort. They are wrong. Moreover, successful people know this. They invest an immense amount of time on a daily basis to develop a growth mindset, acquire new knowledge, learn new skills and change their perception so that it can benefit their lives. Remember, who you are today, it is not whom you have to be tomorrow.

6. Give Up Believing in The “Magic Bullet.” Overnight success is a myth. Successful people know that making small continuous improvement every day, will be compounded over time, and give them desired results. That why you should plan for the future, but focus on the day that’s ahead of you, and improve just 1%.

7. Give Up Your Perfectionism. Nothing will ever be perfect, no matter how much we try. Fear of failure (or even fear of success) often prevents us from taking action and putting our creation out there in the world. However, many opportunities will be lost if we wait for things to be right. So, “ship,” and then improve (that 1%).

8. Give Up Multi-tasking. Successful people know this. That is why they choose one thing and then beat it into submission. No matter what, a business idea, a conversation, or a workout. Being fully present and committed to one task, is indispensable.

9. Give Up Your Need to Control Everything. Differentiating these two is important.

Detach from the things you cannot control, and focus on the ones you can, and know that sometimes, the only thing you will be able to monitor is your attitude towards something. Moreover, remember, nobody can be frustrated while saying “Bubbles” in an angry voice.

10. Give Up Saying YES to Things That Don’t Support Your Goals. Successful people know this that to accomplish their goals, they will have to say NO to tasks, activities, and demands from your friends, family, and colleagues. On a short-term, you might sacrifice a bit of instant gratification, but when your goals come to fruition, it will be worth it.

11. Give Up the Toxic People. People we spend the most time with, add up to whom we become. There are less ambitious people, and there are more ambitious people than us. If you spend time with the ones that are less driven than you, your average will go down, and with it your success. However, if you spend time with people more advanced than you, no matter how challenging that might be, you will be more successful. Take a look at around yourself, and see if you need to make any changes.

12. Give Up Your Need to Be Liked. Think of yourself as a market niche. There will be many people that like that niche, but there will be individuals who do not, and no matter what you do, you will not be able to make an entire market like you. This is entirely natural, and there’s no need to do anything to justify yourself. The only thing you can do is continue being authentic, and know that growing number of “haters” means that you are doing important things.

13. Give Up Your Dependency on The Social Media & Television. Impulsive web browsing and television watching is a disease of today’s society. These two should never be an escape from your life or your goals. Unless your goals depend on either, you should minimize (or eliminate) your dependency on them. Moreover, direct that time towards things that can enrich your life.

The One Thing Every Sponsor Wants (And Nobody is Doing) **By Chris Baylis, President and CEO of The Sponsorship Collective**



One of things that I spend a lot of time doing with clients is talking to their sponsors. When I am not working with sponsorship seekers, I am working directly with brands to help them invest their sponsorship dollars. The other thing I spent a lot of time on is running sponsor summits for clients.

Why am I telling you this? Because I hear over and over again from sponsors (yes, the people with the money!) that properties (the people who want the money) are missing the mark over and over again.

There is one thing that your sponsors want more than anything else and nobody is doing it. That one thing? Discovery sessions.

The Art of Sponsorship Sales: Discovery Sessions

Here are some of the comments I heard from my most recent sponsor summit, and these comments echo exactly what I hear at every summit! A sponsor summit, by the way, is a great tool to get your sponsors to tell you exactly what they want from you!

“No more sponsorship packages...I don’t even read them anymore”

“Every day I throw out a huge pile of sponsorship packages- unread”

“Properties come to me asking for money without any sense of our goals or their audience. I just can’t invest in something so risky”

“I wish people would just pick up the phone and call me. I could save them hours and tell them in 2

minutes whether or not we have a fit”

And my favorite: “Why is nobody telling sponsorship seekers that we don’t want sponsorship packages! We’re people - just give us a call and give us your elevator pitch. If there is a fit, we will ask for more information”

So, I am answering the call! Your sponsors do not want your unsolicited sponsorship packages. They are not interested in making a donation to your cause. What they want is access to your audience or use of your brand to connect with their own audience. There is no gimmick that you can use to get them to give you their money... which is good news! You can call every sponsor in your pipeline in two days and qualify them on the spot.

How Do I Run a Discovery Session?

I know what you’re thinking: “sponsors don’t have time, don’t want to talk, won’t take my call.” If this is true, then they have even less time for a full-on proposal that they never requested. I am here to tell you, your sponsors are busy people but they have a goal by which they are measured. Your job is to find out what that goal is and how you can help them.

My advice is to find a warm contact through your network and ask for an introduction. Don’t have a network? Get one! Until you get one though, check out my blog post about how to get 394 warm prospects.

Once you get your prospect on the line, introduce yourself and tell them you want their advice as to whether or not they think there is a fit and whether or not it’s worth having a more detailed conversation to see if there is a possibility for a partnership.

You aren’t going to sell them anything, not on this call. All you want to do is determine whether or not you have the audience they are looking for and how they like to work with properties like yours. Not sure what to ask? Check out my post on the five questions for every prospect.

If your prospect is interested, believe me, they will tell you. If they aren’t interested, they will tell you. What do you do if they ask for a proposal? Tell them you don’t have one! Tell them that everything you do is custom and that you don’t want to waste their time sending them something when there wasn’t a fit to begin with.

I know that you are likely feeling apprehension right now. My advice? Don’t treat this like an academic exercise- try it! Try it right now. Pick ten prospects, reach out to them and have a discovery call and tell me how it went!

Chris Baylis - what every sponsor wantsChris Baylis is an expert in sponsorship valuation and sponsorship strategy. Chris works with brands and sponsorship properties to define their sponsorship goals, determine market value of their sponsorship assets and create strategies that work.

Chris is the President and CEO of The Sponsorship Collective, a board member of the Association of Fundraising Professionals and an international speaker and consultant on all things sponsorship marketing.

APSS Chapter Activity



Karen Bomm (left) Author and Vice President of APSS-Santa Fe has fun encouraging authors and publishers to get their Facebook profiles and pages set up to "Write Something." Photo by Leona Sticky.



Dan Blanchard is president of the APSS- CT chapter. Every other week he holds an informal "coffee with Dan" meeting at different locations around the state. He wants to meet and interact personally with members of his chapter. The photo above shows the people with whom he recently met (left to right): Deborah Davis, Penny Goetjen, Carl Guerra, Shawn Flynn, Cynd Acanto, and Dan.

Are you an author or publisher in New Mexico? Join Chapter President Mary Neighbour and Karen LIVE for the next Chapter Meeting in Santa Fe on Thursday, May 4th at the Natural Grocers and in Albuquerque on June 1st. Questions? Contact Mary Neighbour (mary@medianeighbours.com) or Karen Bomm (Karen@abeanstalksocial.com)

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Business buyers are professional people, trying to make rational decisions for the good of their companies. They may need to be educated about the value of books to their business to profit their employers. I know that books have value, but the buyers do not see them as 'sexy'. They must be informed on how books can play a big part in increasing their sales. Those who have used ad specialties in the past probably used lower-priced items (key chains, pencils) as giveaways.

For instance, while hotels provide free pens and pads in each room (with the hotel name on each item), they may not think about purchasing your books as gifts for frequent guests or as items to sell in the hotels' gift shops – that is, until you tell them. Your creativity will be a valuable asset here as you suggest ways in which your books can help your prospects meet *their* goals.

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 in the White Space

By Brian Jud

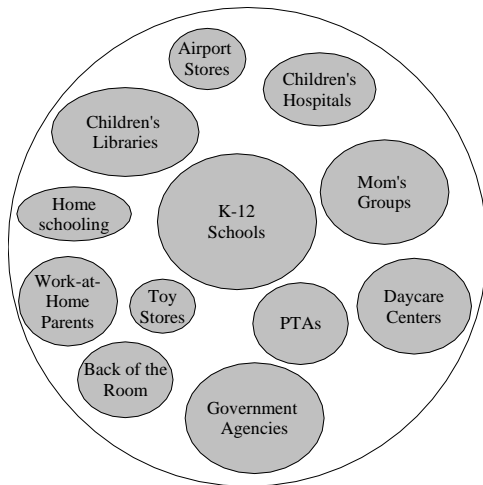


Market segmentation is the process of dividing your overall sales opportunity into unique, defined, manageable groups of people. You know this as a fundamental marketing technique, but if you look at it in a new way it is even more likely to increase your sales, revenue and profits.

Traditional segmentation

The figure below shows the result of segmenting the market for a children's title.

Each segment has its own needs, procedures and sales opportunities. Buyers at toy stores purchase in different ways and for different reasons than would parents purchasing the same book for home-schooling purposes. Knowing this difference makes your sales efforts more effective, efficient and profitable.



But in this illustration segment boundaries are defined and limited. Competitive rules (such as “pay to play”) are understood and accepted. Your book must have a knock-off factor for a retailer to replace a book already on shelf. The content of books has become less differentiated and people increasingly base their purchase decision on price. And as a segment gets more crowded with competitive titles, the potential for profits and growth are reduced.

Look for what others do not see

Some publishers see all the opportunities in Figure 1, but they miss what is not visible immediately – the area surrounding the segments. Locating opportunities that are not immediately visible is what I call “marketing in the white space” -- the undefined area surrounding the segments; the places where you

can create new sales in uncontested market space where your competition is irrelevant. Here, demand is created rather than fought over, and growth may be profitable and rapid.

Marketing in the white space is not about technology innovation, nor is it about line extensions or dividing up existing segments in a different way. It is about creating value for your content among new buyers in places where there are no competitive titles. Here are five examples of how I made this transition.

Create content for new consumers

When my first title (*Job Search 101*) was published it went head to head with hundreds of other books about writing cover letters, creating resumes and participating successfully in interviews. For several years I fought valiantly -- but ultimately unsuccessfully -- with the perennial market leader (*What Color Is Your Parachute*), making inroads, but with steadily reduced profit margins. As the economy worsened, bookstore shelves became saturated with competitive job-search books. Incremental growth through conventional outlets became less profitable so I made a strategic marketing decision to seek growth elsewhere.

I conducted basic research and found two significant opportunities devoid of competition. One was for people who knew all about cover letters, resumes and interviewing but who had been out of work for an extended period with its concomitant erosion of attitude. I wrote *Coping With Unemployment* for them. The other opportunity was for people who had a great attitude and knew all about cover letters, resumes interviewing, but they did not know where to find people to send resumes. For these people I wrote *Help Wanted, Inquire Within*. This described where to find target employers in places other than newspapers and online.

Provide your content in a different format

The form of the product that delivers your information is a variable, simply a means to an end. Form is the shape of the product, the armature upon which your content carries the message, and may be modified to serve the greater purpose of communication.

As I began speaking to more college audiences I found that students wanted job-search information, but they did not want to spend the money for a book. In response, I used the content of *Job Search 101* to create a series of eight, thirty-two-page booklets, each devoted to one traditional job-search tactic such as writing a resume or interviewing. I sold these to the colleges who in turn gave them to the students.

I adapted the booklets to meet the needs of other markets. With a little rewriting, I marketed them to unemployment offices in all fifty states. With further changes in content and strategy, I sold them to corporations to give employees who had been, or were about to be, laid off.

Locate new users for your existing information

Continuing with the *Job Search 101* example, I conducted additional research to discover an absence of career information available for the Hispanic market. Hence, I had *Job Search 101* translated into Spanish and published as *Elementos basicos para buscar trabajo*. I dominated an untapped, competitor-free, content-deprived, yet enormous segment poised for growth.

Find new uses for your basic information

Job Search 101 and *Help Wanted: Inquire Within* describe the basic techniques for finding employment. Together, they explained where to find the names of prospective employers, how to contact them and how to interview effectively. Fortunately, these are the same steps required by authors to secure and conduct performances on television and radio shows. Even the interview techniques of correct posture, eye communication, gesturing and voice control are similar.

I re-purposed this versatile content and created an entirely new product line anchored by the video program *You're on the Air*. I also wrote its two companion guides, *Perpetual Promotion* and *It's Show Time* to extend the initial product offering. This three-piece media-training package helped authors get on and perform on television and radio shows.

Implement creative promotional campaigns

The marketing technique of *bundling* occurs when two or more associated products are packaged together and sold as one product, the cost of which is less than purchasing each item individually. This tactic proved successful in a direct-mail campaign aimed at parents of graduating college students. I offered a bundle of several of my titles to this target segment at a discounted price.

In all cases I could compete outside the confines of the traditional job-search category without having to battle a competitor for market share. I could sell at higher margins and in most cases without returns. Additionally, I became the leader in segments that I created. You can do the same with a little creative marketing in the white spaces surrounding your conventional markets.

Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. His 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?

Book marketing is not what it used to be – or what it could be. Publishers of all sizes are learning that limiting sales to traditional channels (bricks and clicks) may be the least effective and most costly way to sell books. This understanding has spawned a better way to market books, one that increases sales, revenue and profits for those who take their products to people where they buy, rather than waiting for consumers to come to them.

That is essence is special-sales (non-bookstore, non-traditional) marketing. Yet, not all publishers see the opportunities. They remain on the same path they have always take. As the saying goes, if you do what you always did you get what you always got.

Special-sales marketing is not a separate way of doing business. It is not even a new way of doing business. It is an integral part of overall marketing strategy, an extension of what you are probably already doing. If you are selling to bookstores now, you can sell to special markets without changing your habits or inventing new skills.

Non-bookstore marketing is put into practice in all three stages of the publishing process: writing, production and marketing. You publish the information consumers need, in the form in which they want it.



Then you make it available where they shop (bookstores, pet stores, gift shops, catalogs), gather (seminars, libraries) or work (offices, schools, hospitals).

The major difference between traditional book marketing and special-sales marketing occurs in the ways in which you make your content available in the places where people want, buy or use it.

Make the move to special-sales marketing. Sometimes being on the right path is not as important as the direction in which you are going.

Novel Ideas

Tips to Help You Sell More Fiction in Special Markets

Judith Appelbaum – Sensible Solutions

What do the protagonists do?

The central character of James Halperin's speculative novel, *The Truth Machine*, is a computer whiz. What better place to look for like-minded readers than the Web? Even before the pub date, Halperin put material from and about his story on his Ivy Press site, and the Random House site featured it too. Every month, several thousand visitors to the site are a source of praise, sales, and word-of-mouth momentum. Typical comments are: "I will definitely buy the book." "I work at (*bookstore*) and will be recommending it." "I will definitely purchase it." And from another bookseller, "Will recommend it to my customers and managers."

Upcoming APSS Marketing Webinars

May 2: Seven Marketing Steps BEFORE the Writing Ends, By Sharon Castlen; 6:00 pm ET; <http://tinyurl.com/k7kvzhe>

May 9: It's Show Time: How to land and perform on more TV and radio shows, APSS-NJ; 12:00 pm ET, <http://tinyurl.com/kubo33k>

May 18: All Social Media Marketing Begins with Personal Brand, by Carol McManus; 6:00 pm ET; <http://tinyurl.com/mvycw58>

June 22: Media and PR Secrets: How Authors Can Position Themselves for Success and Get Publicity, By Dave Farrow; 6:00 pm ET, <http://tinyurl.com/lqn76n5>

Read It And Reap

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

Scaling Up: How a Few Companies Make It...and Why the Rest Don't by Verne Harnish. The author and his team share practical tools and techniques for building an industry-dominating business. These approaches have been honed from over three decades of advising tens of thousands of CEOs and executives and helping them navigate the increasing complexities (and weight) that come with scaling up a venture. This book is written so everyone -- from frontline employees to senior executives -- can get aligned in contributing to the growth of a firm. There's no reason to do it alone, yet many top leaders feel like they are the ones dragging the rest of the organization up the S-curve of growth. The goal of this book is to help you turn what feels like an anchor into wind at your back -- creating a company where the team is engaged; the customers are doing your marketing; and everyone is making money. To accomplish this, *Scaling Up* focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash. The book includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits Checklist™, which more than 40,000 firms around the globe have used to scale their companies successfully -- many to \$1 billion and beyond. Running a business is ultimately about freedom. *Scaling Up* shows business leaders how to get their organizations moving in sync to create something significant and enjoy the ride.

