



THE SALES INFORMER

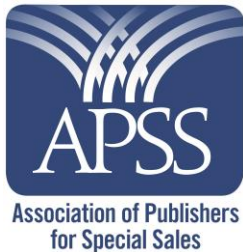
Association of Publishers for Special Sales

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

Volume 5, Issue 5, Number 49 May 2017

Here is your March 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



Two new discounts from Staples – Free program for APSS members

Here are two more ways in which you can save with your APSS/Staples discount membership

NEW! Business Catering: Up to 6% off business catering at ezCater. Plus, an additional \$50 off if your first order is \$100 or more.

NEW! Fresh Fruit Delivery: 5% off your order. Plus, 25% off your first fruit trial. Available in most areas across the U.S.

These are in addition to the existing discounts on other services such as:

- Up to 30% off Avis and Budget
- 20% off flowers and gifts at FTD
- 10% off professional chauffeured car service at GroundLink. Plus 25 off your first ride!
- Free procurement service for hard to find items
- Up to 50% off event planning services at GoGather with a free 1-hour consultation and free site selection

If you are already a member of the APSS/Staples discount program, order here:

<http://tinyurl.com/ldhncub>

Have you not yet joined? Register for your discount on Staples products today. Get more details at www.bookapss.org/StaplesBusinessAdvantage.pdf and register at <http://tinyurl.com/lfm98fl> No code is required

APSS Tip for Finding Potential Non-Bookstore Buyers

Perhaps the most popular means of dividing a market is by quantifiable, demographic characteristics such as age, income or gender. For example, consider the market for selling job-search books to unemployed people. Not everyone in that total market has the same career needs, skills or aspirations. There are college students seeking their first position. There are 50+ year-old people with families and greater financial obligations. Women, minorities, blue-collar workers and Hispanic people all have different needs, require different information and may look for job-search assistance in diverse places. A title describing the basic functions of how to get a job could – and should -- be marketed differently to each segment.

Top Ten List By Sam Walker

Editor's note: This month's Top Ten List has only seven items in it, but I thought these were significant enough to pass along to you.

There was a great article in *Wall Street Journal* ("The Seven Secrets of Great Team Captains," by Sam Walker, Saturday, May 13, p C1) about leadership, and it included some interesting and surprising (to me) traits. The author does a nice job adapting these traits to other fields where teamwork matters – such as in business. Here are the seven traits great team leaders have in common.

1. **The took care of tough, unglamorous tasks.** They were not always the most talented person on the team, but "felt their job wasn't to dazzle on the field but to labor in the shadows of the stars ... to lead from the back."
2. **They broke the rules – for a purpose.** In competition, they believed that "the rules of sport superseded those of polite society." The intent was "not to inflict pain on others but to further the team's goals."
3. **They communicated practically, not in grand speeches.** The team captain weren't gifted orators. "They preferred to circulate widely, speaking to everyone in equal measure, always about the task at hand."
4. **They knew how to use deeds to motivate.** They understood that sometimes, especially in tough situations, words aren't enough.
5. **They were independent thinkers, unafraid to dissent.** But their dissent wasn't personal. They understood "that conflict when focused on supporting a team's goals, is not destructive, It's essential."
6. **They were relentless.** In a team sport, one person's extreme effort can be highly contagious.
7. **They possessed remarkable emotional self-control.** They were able to block out negative feelings while continuing to perform at the top of their game.

Walker concluded by saying, "What stands out most about these captains is that they were not abundantly talented, charismatic or cocksure... They helped their teams to become dynasties by behaving in certain ways, by making the right choices on the job – every hour, every day. They were in it not for the personal glory but for the greater good of the team."

APSS Tip for Negotiating Large-Quantity Orders

Do not try to prove people wrong, especially in front of their colleagues. people want to be understood; Do not try to win arguments but to solve problems You may win that battle but lose the final decision. Do not be adversarial or defensive; don't force it – let it happen; path is seldom smooth

APSS Tip for Making Persuasive Sales Presentations

The outline of your presentation is basically that of your proposal. After you have done a few presentations you will have several basic formats you can adapt for different purposes. All you have to do is customize the appropriate one to each prospect and situation. But you probably have that as a series of numbers and charts. Your presentation brings the dull facts and figures to life, makes them personal and palatable, uses anecdotes to describe their benefits to your prospect, and leads your audience step by step to the conclusion that achieves your objectives.

Five Steps to Save a Negotiation When You're Frustrated and Angry By Alexandra Dickinson



I was in a situation recently where a longtime client repeatedly didn't hold up their end of the bargain and often put me in an uncomfortable position. I nearly sent an angry email to abruptly cancel my contract. I was ready to walk away without looking back. I imagined myself saying, "And I expect to be fully compensated for my time!"

If you're feeling frustrated, undervalued or angry with your negotiation partner, here's how to salvage — and perhaps even strengthen — your relationship.

Notice how you're feeling and pause before you take any action.

This can be challenging, but it's well worth the effort since mindfulness can help make you better at regulating your emotions. I've had a lot of practice because I've been trained in meditation as a certified yoga teacher. If that's not your background, a great place to start is Headspace, a meditation app that eases you into the habit of mindfulness in 10 minutes per day.

Know what issues are at stake and know your top priorities.

Do this once you've had some time to calm down and reflect. Get clear on what matters to you — and why. Letting someone know that you're angry may be tempting, but consider the bigger picture. Is there a reason why it's worth saving this relationship? If you're so fed up that you can't think of anything, ask yourself a different question: what will happen if I act on my feelings? How will they react, and what will that mean for me?

Put yourself in their shoes.

Try asking a trusted colleague or friend to help you with this if you can't get there on your own. Some questions to consider: Who do they answer to? What pressures are they under? What are they secretly wishing for? You may not have perfect answers to these things, but developing some sense of empathy for their position can help you decide how to approach your discussion.

Make a game plan.

Don't wing it. Going in to a sensitive discussion without a plan is a not recipe for success. It doesn't

have to be elaborate. Think through how you'd like to open the discussion, recommit to your top priorities, and brainstorm how you might overcome any objections or problems that arise. Remind yourself of why you're having this conversation and what you hope it will achieve.

Be an active listener.

Have you ever noticed that while the other person is talking, you're busy formulating a counter argument? Challenge yourself to be fully present when the other person is speaking. Take some notes if that helps you focus. Listening to and observing your counterpart's words and body language can give you insights into their mood and what they may be thinking but not sharing. Use this information to shape your end of the discussion and tailor your position accordingly.

As for my own frustrating situation, thankfully, I decided to sleep on it before taking any action. The next day, I emailed my client and asked if we could find a few minutes to speak on the phone. We both knew there were some issues we needed to resolve, and that there was a chance that this would be the end of our work together.

Although my top priority was making sure my last invoice was processed, I didn't bring it up right away. I opened the conversation by reminding him of our long track record of success together and emphasized our shared goals. We discussed the benefits of continuing to work together and he offered some new solutions that we could try. We established that the relationship remained valuable to both of us and was worth preserving.

When I knew we were both feeling more comfortable, I brought up the outstanding invoice and asked him to process it for me. He agreed without hesitation. To learn more about my consulting company, Ask For It, please visit www.askforit.com

APSS Featured Supplier City Diecutting



Marketing face-out books in displays at retail will increase sales and chain store sales and internet sales because the online channel sells more books that people see and touch. City Diecutting Inc. and Bookdisplays manufactures and stocks 22 sizes of high quality corrugated counter and floor displays to fit most popular book trim sizes in our NJ factory. Contact Eric DeVos at edevos@bookdisplays.com

APSS Chapter News – New President of APSS-Canada



Joy Fluckiger is the new President of APSS-Canada. She has had a lifelong passion for unusual and extraordinary things. This began in archaeology and has spanned such diverse topics as Indian artifacts, antique porcelain, furniture and jewelry.

Combining this passion with her extensive training in art and design and project management, she has now turned her formidable skills to the publishing world.

Joy began editing and publishing her husband's books to great success and gained a "word of mouth" following, with clients all over the world. She is involved in every aspect of book publishing and marketing.



As the CEO of “Red Aussie Publishing,” Joy has created a process to take authors from idea and concept to a published product both online and in print. She is also a publicity expert getting extensive media coverage through news releases, radio interviews and obtaining the coveted “Amazon #1 Best Seller” status for her clients.

She is an internet marketing whiz with a deep well of creativity and the perseverance to make these things happen for her clients.

Joy and her husband Kellan Fluckiger, a #1 bestselling author, speaker and coach are citizens of both the United States and Canada and currently reside in Western Canada.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Selling books in large quantities is sometimes equated to going to Heaven. Everybody wants to end up there, but nobody is willing to do what is necessary to make the trip. One of those things that publishers and authors in general do not like doing is face-to-face negotiating. Yet every large-quantity, non-returnable sale to a professional buyer requires it. Part of the problem is that authors do not think of themselves as relentless, pushy people that persist in selling until the prospect is browbeaten into placing an order. Most authors want to write and leave the marketing to others.

A relentless sales process may have been the norm years ago, but it is no longer the standard. In the 1960s through the 1970s, selling was taught as a hard-sell process. Aggressive salespeople were taught to give a presentation and then make a trial close. They were taught to handle an objection, and close again, handle an objection, and then close again. Sales trainers taught their sales reps to apply a variety of manipulative closing techniques until the prospect gave in and placed an order. The emphasis was on “I win, you lose”, and the profession of “salesperson” took on a negative, high-pressure reputation that lasted into the 1980s.

About that time the selling process began to change. The books, seminars, audiotapes and other training tools taught salespeople to be more consultative. The emphasis was --- and remains -- on uncovering and solving problems with a win/win result. That is the approach to negotiating a sale to which I adhere. Your objective is to solve a prospect’s marketing problem with the content of your book, and then work out a financial arrangement that leads to mutually profitable conclusion. This in turn leads to a re-order of your books and even more profitable revenue for both parties.

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

Mid-Year Marketing Measurement

By Brian Jud



When a helicopter is at rest, the dials on its dashboard are all askew with arrows pointing in different directions. But when that helicopter is flying straight and level, with no problems, all the arrows are pointing straight up. The pilot can glance at the instrument panel and quickly see if any dials are out of order, indicating that a problem exists. He or she immediately knows when something is wrong without wasting time evaluating that which is working correctly.

You can apply this same concept to your publishing efforts by setting up a system that quickly points out where marketing problems exist. Once you know what the problem is you can determine its cause and take steps to solve it.

What to measure

If you spend too much time evaluating all your actions you won't have time to implement your plan. Therefore, look to your *key result areas* and measure the difference between where they are and where you wanted them to be at this point. Are your unit sales on target? Is your revenue where you want it to be? Are profits up to par? For now, ignore those titles that are on target and attend to those below forecast.

Step One: Conduct a Quantitative Audit

A quantitative audit is objective, comparing numbers that were forecast with numbers that were achieved. This can easily be set up in a spreadsheet as shown below (1H = First Half; Δ = Difference).

Actual Results vs. Forecast for Title A							
1H Unit Sales				1H Profitability			
Forecast	Actual	Δ units	Δ %	Forecast	Actual	Δ \$	Δ %
Current Bookstore Customers							
	Distributor A						
	Wholesaler A						
	Online Bookstore A						
Non-Bookstore Markets							
	Libraries						
	Corporate						
	Retailers						
	Schools						
	Associations						

Step One: Determine the cause(s) of the shortfall

Act like a helicopter pilot and look only to where a problem exists. In this example, let's say your quantitative analysis shows that sales are below forecast in bookstores, libraries and associations. In each segment, look to the product itself, as well as its distribution, price and promotion to find possible cause

Bookstores

Product. Perhaps you are spending too much time trying to breathe new life into a title that should be abandoned. Product quality may be the problem if you cut too many corners trying to save money in the production stage. Your book must have an intriguing cover, an ISBN, barcode, title on the spine, price on the rear cover and high production quality.

Place. Don't be too quick to blame your distributor if bookstore sales are awry, but you may be working with the wrong distribution partner. Distributors have strengths and weaknesses just like any other company. It might benefit both of you to seek distribution with a firm more suited to your title and promotional mix.

Price. Is your title(s) competitively priced? The prices of adjacent books on bookstore shelves are compared immediately. If yours is priced significantly higher than neighboring titles -- and does not give sufficient reason for that discrepancy -- buyers will naturally choose the lower-priced book.

Promotion. Are your authors promoting their titles properly and sufficiently? Just because they are on television or radio shows does not guarantee sales. They may perform poorly, or the show's audience may not be in your target market. Similarly, you may be sending hundreds of press releases weekly, what if they are poorly written or sent to the wrong person? The effects of promotion are cumulative and are more likely to succeed if you communicate the right message, at the right time to the right people frequently enough.

Libraries

Product. Acquisition librarians may choose not to buy your book for any number of reasons: bindings that are not durable, missing CIP data, if there is no index or if the topic does not fit their core or patron-driven collections. In many cases, they do not like fill-in-the-blank books because their patrons sometimes fill in the blanks.

Place. Did you properly segment the library market? There are many types of libraries (public, prison, academic, law, religious, corporate) that purchase books for different reasons.

Price. Is your book priced properly for this segment? Is it priced competitively with similar titles?

Promotion. Did you get reviews in the proper journals? Does your promotional material appeal to their buying motives? Librarians want to help their patrons, and an appeal to profitability or increase inventory turns will not persuade them to buy. Would your authors consider conducting a library tour?

Associations

Product. In general, the same characteristics that would make it sell well in bookstores are essential for sales to associations.

Place. Did you reach the appropriate people for selling your book in the association bookstore, use it as a premium to build conference attendance or as a reward for renewing membership?

Price. The primary buying criterion is price, particularly for the charitable organizations. While there is little preference for soft- over hardcover books, softcover may be preferred because of its lower price.

Promotion. There are many ways in which you can work with an association. You could sell your rights to it. You might donate a percentage (or fixed amount) of each sale to a charitable, non-profit organization. The association may be willing to co-promote your book. Promote your title as a fundraising item. Sales in this category rarely have seasonal fluctuations, but you may find opportunities to tie in with industry events. Find out when they have their annual conferences. Most of these have a unique theme, and your titles may tie in with it or you could speak there.

Interpret Results and Make Changes

Do not be too quick to make adjustments until you have sufficiently analyzed possible causes. Maybe you are not reaching your objectives because they were unrealistic. Was your plan ill conceived or was poor implementation the guilty party? Try to pinpoint the cause, make changes in your strategy and/or implementation, and then try something different and measure the resulting sales at the end of 2007 -- see if your changes worked.

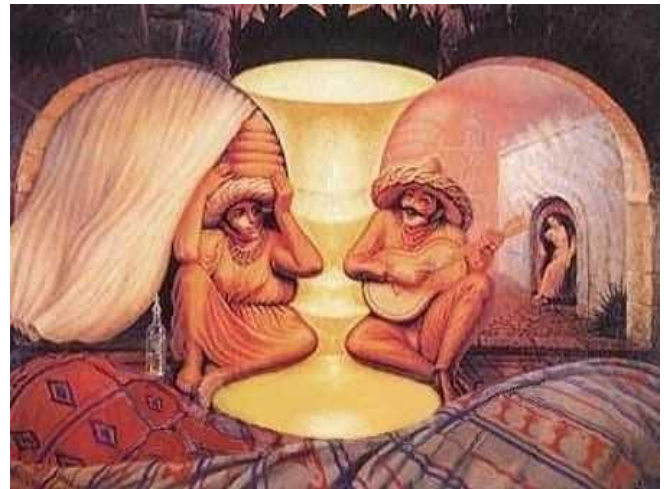
If what you are doing works, do more of it. But if what you are doing doesn't work, try something else. Your sales may fly high if you measure your progress, make necessary changes, set new goals and then implement your fresh marketing programs. Then at the end of the year conduct the entire process again to prepare yourself for 2018.

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

What do you see in this picture? Two people looking at each other or two smaller people? Look closely.

The point is that many authors and publishers see the only way to sell books is through bookstores. They only see the two faces looking at each other -- the easy visual. But if you look more closely into a situation you can see more, to which I equate the opportunity to sell books to non-bookstore buyers.



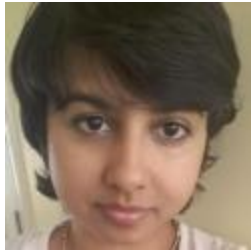
It's OK to sell books through bookstores (bricks & clicks) but don't ignore the larger opportunity. Look for -- and see -- sales opportunities others do not. Sell through airport stores, supermarkets, gift shops and to buyers in corporations, schools and the military. You can sell more books and make more money.

Novel Ideas Tips to Help You Sell More Fiction in Special Markets Judith Appelbaum – Sensible Solutions

Whose comments will send powerful signals to people who will like this book and talk it up?

For Flight Path -- Jan Blais's novel about the post deregulation struggle to balance airline safety with profitability -- Highpoint Press used the author's professional connections to get blurbs from aviation experts and writers. Pre-pub praise included comments from the former director of the Smithsonian's Air and Space Museum, the author of *The President's Plane Is Missing*, and a senior captain for a major airline who chairs a national airline accident investigation committee.

5 Ways Best-Selling Entrepreneurs Market Their Books By Samita Sakar



As an entrepreneur, self-publishing a book can be a great way for you to build authority and share your ideas with a potentially unlimited number of people.

That said, authors still have to get creative with marketing. This is especially true in today's saturated market -- Bowker reveals that 727,125 titles were released by self-published writers in 2015, and these numbers are only expected to rise. Never before has it been so easy (and so hard) for a previously unknown author to make an entrance in the world of literature. Here are some of the unique, counterintuitive ways that self-published entrepreneurs have marketed their books.

1. They grow their following before they release their book.

"You have to have fans before you write your book, not after," says Cary Carbonaro, author of *The Money Queen's Guide for Women Who Want to Build Wealth and Banish Fear*. Carbonaro released her book a little over a year ago, in October 2015. Since then, she has reached Amazon No. 1 bestseller status in the categories of new release and wealth management. She accomplished this by following the "80/20" rule: focusing 20 percent of her effort on writing, and 80 percent on promotion.

"It is counterintuitive to me, but an audience is key; I am still finding mine," she admitted to me. "In the 10 months since my book came out, I have done a nonstop media blitz. I want to share what I have done with my fellow authors. I am known in my profession and my book is about empowering women, my story and financial literacy for women."

Carbonaro is a full-time financial planner, and authorship is her second career. This makes focusing 80 percent of her efforts on promotion a challenge, but she has managed to make it work by being engaging and interactive on social media -- Evan Carmichael and Nexus have both listed her as a top finance expert to follow on Twitter.

A great strategy for someone interested in audience building is to start blogging. Jesse Tevelow, self-published author of the bestseller *The Connection Algorithm*, warns aspiring authors not to forget to set up landing pages and use an email marketing service to build an email list. "Authors often forget about the marketing side of things, but it's almost always the difference between success and failure (in terms of sales)," Tevelow told me. "You can write an amazing book, but if it looks ugly and you don't have a marketing plan to build buzz, no one will buy it."

2. They start a 'launch team.'

While an audience is important, not everyone who follows your blog or subscribes to your YouTube channel will necessarily want to buy your book.

To successfully market his books, Jesse Tevelow used a launch team: a group of people he found pre-publication who genuinely cared about his work. The team helped amplify the effects of his marketing efforts (which he has previously discussed in detail) once the books were written. Other best-selling authors like Pat Flynn and Michael Hyatt have also mentioned using launch teams. You can find your team members among the most engaging people on your email list, or from scouting targeted people who share an interest in your book's subject matter on social media. Facebook groups are a good place to start.

Tevelow plans to go over launch teams in more depth in his upcoming book, *Authorpreneur*. He has also released a marketing platform called LaunchTeam, to help authors find and grow their own community of ambassadors.

3. They know how to pitch major media outlets.

When we hear of successes like Carbonaro's and Tevelow's, it can be hard not to feel overwhelmed. The thought of putting immense effort into writing a book, only to put 80 percent more of that effort into marketing the book can be intimidating. But getting featured in major outlets doesn't have to be difficult, or expensive.

Tevelow recommends appearing on podcasts as a good way to gain exposure. "It's the best ROI for the smallest amount of effort," he said to me. "For example, writing a guest post might take 30-to-40 hours of work. Appearing on a podcast takes about an hour -- and can move just as many copies."

Of course, podcasts aren't the only option. Multi-award-winning author and PR coach Gisela Hausmann says that even getting on TV is an achievable goal, as long as you pitch the station's anchor correctly.

Media exposure is an important part of any good marketing plan, because unlike what happens with social media platforms, you aren't sharing the space with millions of other authors when your work is featured on a news segment or in an article.

But whether you decide to contact magazine editors, podcast hosts or your local news anchor, writing a good pitch is what can make or break your media blitz efforts. Hausmann, who has written a book titled *Naked Words 2.0: The Effective 157-Word Email* as part of her series of "naked" (no fluff) books for helping indie authors with marketing, says the number one issue she encounters are "me-mails."

"People, including authors, do it all the time," Hausmann said to me. "Using too many I's, my's, and me's will turn every email into a me-mail. In other words, it's about 'me' (the sender) instead about 'you' (the recipient)."

The ability to write "you-mails" may not come to most of us intuitively, but it is a skill that can be learned. Start by rewriting your pitches to focus on why your book is relevant to the outlet and how media outlets can benefit from covering you (rather than telling them why you want to be featured), and you will receive much more favorable responses.

4. They get competitive.

While self-published books aren't eligible for many major awards, such as the Man Booker Prize or the Governor General's Literary Awards, there are some competitions that specialize in self-published titles. Hausmann believes that the experience of entering a book competition is worthwhile whether or not you win, because it forces you to consider how your book "stacks up" (pun intended). "Typically, most of us don't follow 'the competition,' but once we think about entering a book, automatically, we begin to check out others' books," she said.

Competitions are also an opportunity to learn more about your genre and possibly improve upon your work. In 2013, Hausmann said, she entered her book *Naked Determination: 41 Stories about Overcoming Fear* into the eLit Awards and won the bronze-level prize. When she saw which books had won silver and gold, she realized that she could have done better.

"I went over my book again, with a red pencil, and also hired a new editor," she said. "Then, I entered it in the Readers Favorite Awards and, indeed, the book won gold."

Hausmann recommends that all authors enter their book in at least one competition, but not without thoroughly researching the award first. By taking a look at previous winners, and then going to Amazon to check out each book's synopsis, you're engaging in research that can help you to grow as a writer.

5. They aren't afraid to take charge.

Most entrepreneurs have a story in them, yet few will put pen to paper. Writing and publishing a book can seem like an insurmountable task, but successful authors take this one step at a time until they have reached their goal, and aren't afraid to take charge to reach it. Self-publishing is the best way to maintain maximum creative control over your work, including the design, pricing and release date.

"I've spoken to all types of authors, including those who traditionally published their books and achieved bestseller status. The message I hear most often is that people aren't happy with the traditional publishing model," said Tevelow.

"I would never deter anybody from trying to publish with a traditional publisher. However, authors need to consider that it might take years until they find one," added Hausmann, who has registered all her books under her own publishing imprint, Educ-Easy books.

There are pros and cons to each model, of course, but if authors opt for self-publishing, they should ensure that they register their book's ISBN (whether under their own name or their imprint/publisher name), as this number serves as the book's commercial identifier.

Individual services such as editing can be contracted out, and the books can be uploaded directly to bookseller websites. So-called "self-publishing" companies that offer to do these things for you will expect a steep cut, as well as ownership of your ISBN, which can cause problems down the line. And at the end of the day, while writing a good book is an accomplishment in itself, it is the marketing that can make or break your book sales; therefore, it's best to get started on both as soon as you can.

Upcoming APSS Marketing Webinars

June 13: *Mindset of a Successful Author*, by Karen Dimmick; 6:00 pm ET, <http://tinyurl.com/16xcvru>

June 19: *The Price is Right – How to Price Your Books Profitably*; APSS-Philadelphia; 6:00 pm ET; <http://tinyurl.com/gmtcmhy>

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/1qn76n5>

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

Beyond the Mountaintop: Observations on Selling, Living, and Achieving, by Mark Thacker. In each life, there are mountains to be climbed, obstacles to overcome, lessons to be learned. For noted sales and leadership consultant Mark Thacker, taking on Mount Kilimanjaro at age 50 brought more than physical challenges; it also revealed - with unexpected clarity - life lessons in how to serve others and achieve more in the process.

