



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 January 2018 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



Association of Publishers
for Special Sales

Celebrate Black History Month with your APSS discount

Have your books on display at the "Association for the Study of African American Life & History" Annual Luncheon. The cost with the APSS discount is \$30 per title and the deadline is February 9

- All books are displayed face out, visible to all attendees
- All titles would be listed in a "Titles on Display" ordering catalog listing full ordering information handed out at each exhibit. You can also provide your own order forms/ promotional materials.
- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

For each title, please email the title, author, pub date, list price and discounted price (if any) to brianjud@bookapss.org. To make the \$30 payment (per title) please use Paypal account brianjud@bookapss.org or contact brianjud@bookapss.org for other payment arrangements. The display company will need two copies of your book and you will receive the address to which to send it.

To learn more about APSS go to www.bookapss.org or contact brianjud@bookapss.org

APSS Tip for Finding Potential Non-Bookstore Buyers

Search a company's annual report to find public information, including background information on the company and its officers. AnnualReports.com (www.annualreports.com) offers a free service to review an annual report in a convenient manner. Boasting the most complete and up-to-date listings of annual reports on the internet, AnnualReports.com provides instant access to annual reports in their actual format.

APSS Tip for Making Persuasive Sales Presentations

A time-tested formula for making personal presentations is "Tell' em what you are going to tell' em: Tell' em: Tell 'em what you told' em."

When you "Tell' em what you are going to tell' em" in your opening statement, you send a signal as to what you want to accomplish and why. You focus attention on the points you want the audience to comprehend. In a spoken presentation, the listener, unlike the reader of your proposal, cannot "re-read" a passage not understood. 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 Tip for Negotiating Large-Quantity Orders

Seek common ground. You will run across varied personalities on your path to negotiating large-quantity sales. Some of these people will have a hidden agenda when dealing openly in front of their colleagues, and they may assume a more confrontational behavior. This may result from a desire to perpetuate -- or establish -- a reputation as "playing hardball," and not compromising easily.

They view a negotiation as a zero-sum pie, i.e. "your gain is my loss." It's difficult to work under these conditions because it is politically incorrect to point out another's irrational bias. Try to manage the tension between *cooperative* actions needed to create value and *competitive* ones needed to claim it. In essence, the pie must be both expanded and divided.

Negotiating large-quantity sales generally involves give-and-take on both sides. You each begin with your initial position, and then compromise gradually until you find a mutually acceptable middle ground.

APSS Creative Exercise – Four Corner Walkabout

Sometimes just getting people up and moving about stimulates creative thinking. Place a flip chart in each corner of an open room. Have one person stand in front of each, and give everyone a question that will generate ideas to solve the problem at hand. The people at the flip charts will write their idea(s), and then all move in unison to the next chart. Here they add to the existing information, expanding on the ideas already given

APSS Pro-File – Carol McManus, America's LinkedIn Lady



Like most entrepreneurs, when Carol launched her own business in 2007, she had no significant marketing budget. But her goal was to grow her brand and her network quickly so she turned to social media. Using every platform available, Carol was able to attribute her overnight 6-figure success to LinkedIn as well as Facebook, Twitter, GooglePlus and more.

Carol speaks all over the country on the subject of social media and hosts the hugely popular LinkedIn Lady Show, now airing on AllBusinessRadioNetwork.com. She has been a social media consultant to dozens of best-selling authors and has spoken at many publishing conferences including APSS, CAPA-U, Author101, AuthorU, and more.

Carol's passion is to consult with entrepreneurs, authors and businesses to maximize their marketing impact using traditional methods as well as digital tools including social media to grow their brand and their bottom line.

APSS Top Ten List

The colors you choose for your cover, literature, website, etc. communicate different feelings. Here are **The Top 10 Colors for Genre Book Covers**

1. Self-Help – Mellow Yellow
2. Western -- Hi-Yo Silver
3. Yuppies – Purple Haze
4. Medical – Gang Green
5. Humor – Tickled Pink
6. Political -- Better Dead Than Red
7. Cookbook – Parsley, Sage, Rosemary and Lime
8. Entertainment - Moulin Rouge
9. Fiction -- Dorian Gray
10. Fiction -- Back to the Fuchsia

APSS Featured Supplier



About Books, Inc. has offered consulting to authors and publishers since 1977. ABI provides manuscript evaluation, editing, custom cover design, interior design, printing, and marketing. Contact Scott Flora, 719-440-8932, scott@about-books.com, www.about-books.com; 1001 Taurus Dr., Colorado Springs, CO 80906

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

How can publicity and sales in target markets lead to a novel's entire audience? Judith Applebaum says, “While target markets are sometimes central to a story, they can also seem pretty peripheral. But because they can be activated by a publisher with less than a gazillion dollars to spend on any given title, and because the ripple effects from them are usually strong, they're great places to start. When things are humming in your target markets, be sure to tell media and booksellers about the good review, the successful public appearance, the local sales spurt -- whatever is happening that shows that your book's bandwagon is rolling. Those who are already involved will be energized by your successes; those who aren't yet involved will take notice. And you'll prove, once again, that target marketing for fiction in fact works very well!”

Tips for Selling to Non-Bookstore Buyers By Guy Achtzehn



There are two basic ways to compete and prosper in any market segment: 1) have a strong differentiation strategy, or 2) be a low-cost producer. If you are not different, you must have low prices. If you have high prices, you must be different.

Understanding your competition and knowing how it changes by market segment is important to establishing a leadership position in your niche. It begins with simple research, as described in the next section. How do their prices compare to yours, and why? Once you understand how your title fits into this array of existing alternatives your points of difference should be obvious. If not, you may have a “me-too” book and your strategy might rely on positioning to create a difference in the minds of your prospects.

But if you have a simple idea that separates you from your competition -- and you have the credentials to make this concept real and believable -- you can create a marketing program to build a profitable business.

TIP: Competition is made up of many different publishers, with different costs and goals, and duplicating their strategies may be disastrous. You will be more successful if you perform activities that are different from those of your competitors, or perform the same tasks better

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

Scaling Your Business with Freelance Publishing Talent

By Karan Bedi



Publishing is an industry that has undergone many changes in recent years, especially in view of developing technology. For most freelancers, publishers are the target client. Working within the publishing industry means accepting and respecting the different ways publishers choose to work. It also means keeping up with changes and developments in the industry, so as to keep pace with client expectations.

Many new freelancers complain that it's hard to break into the publishing industry because it's too 'cliquey'. Networking is essential in freelancing and publishing houses want to work with seasoned professionals.

What do publishers expect of their freelancers? Publishing professionals use freelancers at many different stages in a book's production. Many freelancers also work outside of publishing, complementing their publishing resources and work with corporate projects such as writing website copy, indexing reports, or designing and laying out marketing brochures. Freelancing in numbers, according to Upwork's Freelancing in America 2016 –

- 54% of freelancers earned more money within a year of leaving their full-time jobs
- 50% of freelancers enjoy their current work set-up so much that they wouldn't go back to a traditional job, no matter how much it paid
- 73% of freelancers said that technology has greatly enabled them to choose this career style
- 79% of freelancers prefer freelancing to traditional work environments

With unsteady print growth, declining e-books sales, and diminishing revenues, many publishers are looking to their marketing and sales teams to improve their market shares. Less frequently, they look to the production aspects of publishing—an area where vast improvements can be made by adopting a flexible publishing model that effectively incorporates freelancers.

Several online networks that host freelance publishing professionals assess businesses on a regular basis. The biggest benefits to engaging freelancers through an online freelance platform are security and peace-of-mind. A platform can help you:

- Scale your workforce in seconds without hiring additional employees
- Eliminate contracts and time-intensive onboarding processes
- Distribute work more efficiently with assignment-based task queues

- Increase employee satisfaction by promoting greater workplace flexibility
- Improve efficiency without disrupting the existing processes

Examining the publisher-freelancer relationship from the creative, management, and legal angles aids in identifying how publishers can navigate the growing freelance economy successfully. Much of the effectiveness of what freelancers can provide in terms of support to a company, of course, has to do with efficient and careful communication.

Inconsistent branding is one of the concerns of publishers when it comes to working with numerous freelancers. Working with freelancers can foster creativity. Companies that hire freelancers are three times more likely to see 10% growth in annual revenue than companies that do not. As their reliance on freelancers grows, publishers are looking to maintain a brand that preserves their creative heritage and integrity.

Most publishers are accustomed to working with freelancers, and would benefit with a freelance management system. Freelancers are experienced, skilled, creative people that have ideas that can be implemented into a project. Online freelancing platforms represent a thriving sector of the freelance economy, where you can find, hire, work with, and pay professionals from anywhere in the world.

Marketing Choreography (Otherwise Known as Planning)

By Brian Jud



Creating your marketing strategy defines what you will do. The next step is to decide when, where and how you will do it. Finally, organize your actions to facilitate implementation. That is the process of planning for 2018.

Do not think of the word *plan* as a noun – a weighty document valued by page count. Instead, think of it as a verb, a functional, dynamic series of actions that keep you moving ahead. It could simply be a checklist of actions you can implement to fulfill your strategies and reach your objectives.

Still, some publishers eschew planning for a variety of reasons. Here are the three questions I am most frequently asked about planning.

Why should I spend time planning instead of doing?

There are many benefits to planning, if you think of it as a process, regularly adjusting your checklist to exploit opportunities as they arise. Here are a few reasons to consider.

1. A journey of a thousand miles begins with one step. Make sure your first step is heading you in the right direction.
2. Planning maximizes your efficiency and effectiveness as you implement your intended actions. Your checklist gives you an answer to the question, “What is the best use of my time right now?”
3. At the end of the day you can look back at all the tasks crossed off your “To-Do” list and experience a feeling of accomplishment. When tomorrow comes, each day will be gone forever, leaving in its place whatever you have traded for it.
4. As you implement your actions other ideas come to mind. This may help you complete a task in a way different from which you originally intended.
5. Planning makes budgeting more precise as you get a good feel for the cost of each action.
6. Planning helps you make the best use of your resources of time, money and attitude as you utilize each more effectively.
7. Planning forces you to consider the interaction among your prospects, products, place, pricing and

promotion decisions.

What form should a plan take?

The best form for your plan is that which makes it easy for you to use. It could simply be a brief description of your strategies with an action checklist following each. At the beginning of each month, make lists of things you will do during each of the forthcoming weeks. Then at the beginning of each week create an easy-to-use list of things to do.

Why plan if I don't know what is going to happen in the future?

Market chaos is probably the best reason to create your action list. As you perform your tasks you come up with innovative ways to implement each, based on your evolving circumstances. You cannot accurately predict every nuance of change, but your prepared alternatives can help you to be prepared to better deal with whatever happens.

Do not be deterred by the fog of the future. As you plan for the upcoming year, options become clearer. Your forecast of revenue and expenses for the next 12 months could be detailed monthly. Your plan for the following two-to-three years could list quarterly predictions. Then each year your current planning becomes easier as you fine-tune your existing action plans based upon your relative progress and business environment.

The marketing-planning process is similar to using a kaleidoscope. There are a finite number of pieces, but you can create an infinite number of combinations simply by rearranging them. Manipulate available data until you feel comfortable with a given plan, and then take action. As you proceed, new information will be added to the mix and you can re-evaluate your direction and progress. But each turn will give you new ideas and bring you closer to your ultimate, long-term objectives.

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?

Before prospective buyers will listen to your pitch you must get their attention. Do that with a sample, a provocative question, a brief statement of a direct benefit, some current news story relating to them, your content, a referral, a simple quiz or a test question. Get their attention in a positive way and confirm that they understand the benefit to them for you to continue. Don't be buffaloeed into talking when your prospects are not listening.



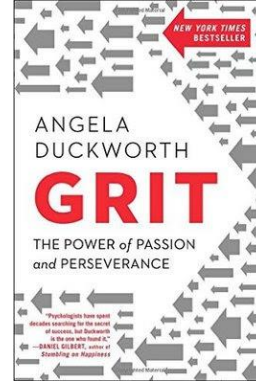
Upcoming APSS Marketing Webinar

Feb 7: "How to Promote and Market Your Book," By Scott Lorenz, 6:00 pm ET, <https://tinyurl.com/y946z8ce>

Feb 22: "Electronic Editing," by Patricia Charpentier, 6:00 pm ET, <https://tinyurl.com/y7r7lswd>

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

Grit: The Power of Passion and Perseverance by Angela Lee Duckworth. In this *New York Times* bestseller, pioneering psychologist Angela Duckworth shows anyone striving to succeed - be it parents, students, educators, athletes, or business people - that the secret to outstanding achievement is not talent but a special blend of passion and persistence she calls "grit."



Answers to Your Questions About Non-Bookstore Marketing (If you have a question about selling books to non-bookstore buyer, send it to BrianJud@Bookmarketing.com and he will answer it here)

In most cases, when I call a prospective buyer I get voice mail. Do you have any tips for leaving a voice-mail message? Tiffany Banks

When you call someone, one of two things will occur: the person will answer the phone or you will be transferred to voicemail. In either case you must quickly get the person's attention and give a reason why he or she should listen to what you have to say, or call you back. If you are transferred into voice mail, you must leave a concise (20 – 30 seconds), provocative, benefit-laden message giving the person a reason to call you back. A sample sequence is:

- Name and intro
- Benefit Statement
- Request for a return call
- Contact information
- A good time to call you
- Thank you, close

5 Things I'm Not Doing to Launch My Book By Jane Friedman

The gist of all marketing advice for authors essentially boils down to: try everything and see what works. I've tried a lot of tactics over the last year to market my debut YA novel *One Night* and now that I'm launching *One Love*, my second novel, there are some efforts I'm not going to spend any time on.

1. I'm not cold emailing bloggers. I wasted so much time on this when I launched *One Night*. I emailed countless bloggers and received very little response. We're talking like two responses out of 100 emails sent. Talk about time not well spent.

With *One Love* I am only contacting bloggers who I've developed a relationship with over the last year via social media or who I found via Book Razor, a company that combs through blogger and reviewer profiles to create a list of readers who will probably enjoy your book. I tried Book Razor's cheapest package to see if I could get more people to read and review *One Night*. I received responses the same day from several bloggers. By using the list I've built over the last year, it is a much more effective use of my time.

2. I'm not paying for trade reviews. With *One Night* I purchased sponsored reviews from Portland Book Review and Midwest Book Review. Because it was my first book I felt I needed some industry blurb to help me market my book. Here's the thing, though: I can't prove that either of these reviews led to a purchase. And as a consumer, I can say that a trade review has never been a huge factor for me when it comes to deciding what books to read. They might pique my interest, but there are plenty of books that review publications like that I don't and vice versa. For my second novel I'll be using blurbs from the blog contacts mentioned above.

3. I'm not accepting "any and all" event opportunities. As an independent author it's tempting to accept every publicity option available because few venues are willing to have us. But after doing several events I've learned that single author book signings are generally a waste of time. If you analyze the number of books sold versus the time and effort you put into it, the ratio is not a good one. Instead I am only doing multi-author events, events with guaranteed foot traffic (such as festivals and farmers markets), or speaking opportunities that have a built-in audience (for example, school visits).

4. I won't be spending much time on Facebook. I know this works for some authors, but for me it has been a bust. I received a handful of likes from an ad campaign I ran (the intended goal was email signups). I find it frustrating that few people see my posts and I get little engagement. I much prefer Instagram where my posts have a 5-6% engagement rate. That might sound low, but when I compare it to other channels, it blows them away. Plus, readers have shared photos of *One Night* on Instagram, something that has never happened on other networks.

5. I'm not focusing on library outreach. With my first book a goal of mine was seeing it in libraries. I made calls to local libraries, but most went unanswered. I knew the odds of libraries ordering my book were low, so the next thing I tried was visiting every library within a 15-mile radius. I introduced myself to teen librarians and offered to donate a copy of my book. Some accepted it, others said they had to read it first to make sure it met their standards, and some insisted that there was a glut of donations and they simply could not accept another free book. While I made one or two good connections and my novel is available in a few libraries, I considered this to be a time waster. For my next book I am focusing on online efforts as much as possible.

