



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 6, Issue 2, Number 56 February 2018

Here is your February 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

Enter the APSS/FedEx Grant Contest and win up to \$25,000

Here's your chance at a \$25,000 grant for your small business

The FedEx Small Business Grant Contest is accepting entries from February 20 to March 28. Is your entry ready? This is a great chance to win one of 10 grants that could change the future of your business.

Start thinking about how you want to tell your story: What do you want to share about your business? And what could a grant help you accomplish? Submit your story for a chance to win one of these prize packages:

- Grand prize: One winner of \$25,000, plus \$7,500 in FedEx Office® print and business services
- Silver prize: One winner of \$15,000, plus \$5,000 in FedEx Office print and business services
- Bronze prize: Eight winners of \$7,500, plus \$1,000 in FedEx Office print and business services

Enter in 4 Easy Steps

1. **Write a short profile.** Include why you started your business, a description of your product or service, and what makes your business stand out.
2. **Gather photos and a logo.** Highlight the best parts of your business through photos.
3. **Create a one-minute "elevator pitch" video** that describes your business.
4. **Share your profile** with fans during the voting period from February 28 to April 4. Their votes may help get you noticed and are only one of the many factors considered when choosing finalists and winners.

Voting rules alert: Buying votes from anyone, or giving discounts or gifts in exchange for votes, is strictly prohibited. Any entrant in violation of these rules will be disqualified.

See How FedEx Helps Small Businesses Every Day

APSS members don't have to enter a contest to enjoy savings of up to 31%* on FedEx® shipping: Just sign up for the APSS Shipping Program, managed by PartnerShip®. It's simple to enroll, and there's no cost and no minimum shipping requirement.

Call PartnerShip at [800-599-2902](tel:800-599-2902) or register at https://www.partnership.com/micro-site/enroll-now/APSS?promo_code=7693

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

For more information go to:
<http://smallbusinessgrant.fedex.com/?CMP=BAC-1002529-1-3-952-1110000-US-US-EN-ALLNSBGLEARNMOR>

APSS Tip for Finding Potential Non-Bookstore Buyers

Consider Gloria Boileau's title, *Stop the Fear! Finding Peace in a Chaotic World*, a book about ways to resolve fear (<http://www.gloriaboileau.com/>). Her premise is that everyone is afraid of something, at some level. But how can you tell "everyone" the ways in which your book will help them? One way is to divide your target readers in categories. Using these techniques, Gloria might address the people who are afraid of flying, dying, being in a relationship or other types of fears.

Remember that you are marketing to *people*, not to segments. So, who is the typical person in each segment who will actually purchase your book? If you can describe those individuals and the problems that consume them, you can communicate the ways in which the content of your book can help them.

Continuing with the title *Stop the Fear!*, what if "soccer moms" were singled out as a target segment? These mothers might be fearful for the safety, health and future of their children. In this case, Gloria would define the typical "mom" who will benefit by reading her book, in terms of age, education, life style and geography. She would seek answers to the following questions, defining the "typical mom" and creating a composite of the person to whom she will market.

- What is her average level of education?
- About how old is she?
- How much money does she make?
- To what ethnic or religious groups does she belong?
- In what leisure activities does she participate or watch?
- What magazines and newspapers does she read?
- In what current events or issues is she most interested?
- Is there a particular life event she is facing (e.g., divorce, career balance, childbirth)?
- What makes her happy? Unhappy?
- What are her problems or ponderous issues?
- What organizations or associations does she join?
- To what radio and television shows does she listen/watch?
- Are there geographic concentrations of prospects?
- How can you reach her?

APSS Tip for Making Persuasive Sales Presentations

Present your proposal as the best way to get from where they are now to where they want to be. Potential buyers know that your ultimate objective is to close the sale and they may be a little skeptical of your numbers at first. But once you convince them that you are there to help and that you have considered alternative solutions, they are more likely to come over to your side.

APSS Tip for Negotiating Large-Quantity Orders

Confirm that you can do all you say you will do. Your prospects may never have heard of you, your book or your publishing company. In the back of their minds they may be wondering if you have the ability to do the requisite customization, ship the books on time or conduct the follow up necessary to complete the order process (not just get the order). Can you deliver additional books with high quality if needed on short notice? Give them reasons to believe you can do what you say you can through testimonials, endorsements and case histories.

APSS Creative Exercise – Familiarity Breeds Ideas

Some people feel uncomfortable being the first to describe a creative idea. “Forcing” people to be creative may actually have the opposite effect. But they feel more comfortable starting with something already known. Begin this creative session by listing everything that is currently known about the situation. Then lead the discussion into moving away from the known, asking people to build on what you currently have. What could be the next step in the process? Where could that lead? In what other ways could this information be applied? What if ... This usually gets more people involved as they begin to feel comfortable offering new or different ways to accomplish your goal

APSS Pro-File – Marta Zarrella, President, APSS-Northern California



Marta Zarrella is the President of the new APSS-Northern California chapter. She began freelance writing in 2003, and as a freelance writer and journalist, she wrote for newspapers and magazines, did web and marketing content, as well as producing training material for small businesses and non-profits. She has earned numerous awards and recognition and for her magazine and newspaper articles many of which can be found online.

In 2007 the family’s home was destroyed by the devastating Witch Creek firestorm in San Diego. Like so many of the recent fires in 2017, it seemed that all of Southern California was on fire. Marta processed her confusion and many thoughts after that life-changing event, which preceded the breakup of her marriage, in what became her first published, award-winning novel. *ATanged Web, Rejecting Technology’s Assault on Mother Nature* was a three-year project which she published as M.P. Zarrella

Named to the Continental Who’s Who as a Pinnacle Professional Member in 2014, the year she launched her publishing company, she was also named a National Association of Professional Women (NAPW) Woman of the Year in 2014. In subsequent years, she had the opportunity to speak at the Global Entrepreneur Initiative meeting at the United Nations building in New York City. She was a producer of a 2013 Grammy Nominated country western song, written and performed by clients that year. And in 2017, she was a producer and featured in the Jack Canfield documentary movie, *Soul of Success*, and was a contributing author to his first anthology book *Road to Success*.

Now living in Northern California, Marta evolved from writing to author coaching and collaboration, to publishing. Her company, M.P. Z Books, Inc has two imprints, Z Girls Press and *Calling Card Books*. Help Marta get her APSS chapter up and running by contacting her at callingcardbooks@gmail.com

APSS Top Ten List

Before you enter a negotiation, talk yourself into success. It sounds like a cliché, but it has proven to work. The key is to not only say the right things to yourself, but use your physical appearance to reinforce your self-confidence. Here are **Ten Ways to Project a Winning Personality in a Sales Situation**.

1. Not only must you be in the right place at the right time, but you must be in the right frame of mind at the right time. The attitude you project as you enter a meeting can destroy or boost your chances of success.
2. Your influence on other people is partially determined by factors beyond your control (height, gender), but there are things you can do to compensate. Don't try to be someone you are not – become comfortable with and use what you have.
3. Use your physical presence to create trust— trust must come before a favorable decision
4. Use your physical appearance to enhance your confidence – walk into the room with a poised posture and self-assured smile and you will feel more confident
5. Command others' respect by demonstrating expertise, competence and commitment, not through a formal bio but through your physical presence and demeanor.
6. Concentrate your pre-meeting self-talk on achieving positive outcomes and rewards
7. Do not only think thoughts of power and confidence, but put them in action
8. Greet people with good eye contact and a firm handshake.
9. Choose clothes that will not distract from your message. Your prospects should pay attention to what you say, not what you are wearing.
10. Visually communicate and reinforce one message: you are a credible source of interesting and important information for your prospective customers.

APSS Featured Supplier – Scott Lorenz



Book publicist Scott Lorenz is President of Westwind Communications, a public relations and book marketing firm with a special knack for working with authors to help them get all the publicity they deserve and more. Westwind clients have been featured by Good Morning America, CNN, ABC Nightly News, Nightline, TIME, PBS, LA Times, USA Today, IBD, Wall Street Journal, Washington Post, Howard Stern, NPR, Woman's World, FOX News, Entrepreneur and many more.

Lorenz utilizes the latest methods and tactics including Facebook, Twitter, Pinterest, book trailers, YouTube and his long time relationships with members of the media and top Amazon reviewers. You name it Lorenz employs it! For more information contact Lorenz at: <http://www.book-marketing-expert.com/> or scottlorenz@westwindcos.com or [734-667-2090](tel:734-667-2090).

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

Helpful Websites For Authors of Fiction

Funds for Writers <http://fundsforwriters.com>: Chosen for the 101 Best Writing Websites by *Writer's Digest* for 15 years running, Funds for Writers from Hope Clark offers the inside scoop on grants, funding, crowdfunding and paying contests in its free and fee-based newsletters. Clark vets every opportunity.

Res Artis <http://www.resartis.org/en>: Established in 1993, Res Artis lists over 500 residency venues in 70 countries dedicated to offering creative folk time away and respite from the rigors of daily life. The largest network of its kind, Res Artis promotes residential programs as vital to the arts, stimulating creative development and furthering culture.

Writers Relief <http://writersrelief.com>: Writer's Relief began in 1994 to help creative writers make targeted, professional submissions to agents and editors. This organization of writers, researchers, motivators, organizers, proofreaders and submissions strategists helps writers submit their most creative work. The FAQ page answers questions about the process, clients and success rate to help writers accomplish their goals.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Know your prospect's business. Before calling on a potential buyer, learn as much as you can about the company and make a list of the reasons why your content will benefit it. Review its website or go to trade shows and talk with its sales people. If your prospect is nearby, pick up their literature and study it to discover the reasons why your book will help them become more profitable.

One problem common to most businesses is how to increase their sales and profits. A creative tie-in between your title and their product may be the solution. A company that makes cribs may use your children's bedtime story book as a premium. Or perhaps the character in your book could be licensed for use on a company's line of children's sleepwear. Your travel book might help a luggage company sell more suitcases. Look for tie-ins that may not seem logical at first. For instance, a bank may be interested in your title on home décor to promote its home equity or home-improvement loans.

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

Tips for Becoming a Successful Mainstream Author

by Jeff Davidson



Thinking of selling your book to a mainstream publisher? Here is the streamlined version of my longer article of the same title:

- The success of a book is 10% content and 90% marketing. Unless the publishing house is behind your book, forget it.
- The book publishing industry is agent-driven.
- The size of the advance absolutely equals the commitment of the publisher.
- Most editors are afraid to take a risk; unique topics must be approved by the higher-ups.
- Marketing must be able to describe your book in a sentence and support it 100%.
- Editors are print-oriented and need to see on paper that your idea is a winner.
- If a proposal is a winner, it will usually score within the first 5 to 7 submissions.

Two Ways to Become More Creative

By Brian Jud



The Titanic sank after hitting an iceberg and only 705 of its 2200 passengers and crew survived. With too few lifeboats onboard, many lives were lost unnecessarily. With a little creativity, more people might have been saved. For example, what if the crew saw the iceberg as a sanctuary instead of a cause of death? They might have ferried people there. Unfortunately, we'll never know.

There is an important lesson from that tragedy that can help us solve more problems. The lesson? When you look at something do not think of it only in traditional terms. The crew of the Titanic saw the iceberg as a menace to be avoided. They overlooked possible solutions hidden in plain sight, much like publishers overlook the opportunity for lucrative sales to buyers in non-bookstore markets.

You can avoid this phenomenon and destroy your hidden creative blocks by applying at least two techniques. One is to change the way in which you define the object or situation, thus expanding its possible uses. The other is to visualize alternative paths to reaching your goal.

Write your objective so it stimulates ideas

What if you were on a camping trip and needed a piece of string? You might look around and see only camping paraphernalia and candles. But hidden inside each candle is a piece of string. You might not see it if you think of the candle's wick only as a source of light.

The analogy for publishers is that they look at their product and see a book. Instead, describe its contents and its uses become more varied and more widely applicable – and perhaps more profitable. Do this by asking yourself questions that keep breaking it down to its basic elements. If you look at your book as a source of information, ask who needs it? How could they benefit from it? Who else could use and benefit from it? Where and when do they search for that information? In what form do they prefer to have it delivered? This could lead you to providing your content in printed, electronic or audio form. Or, delivering it through booklets, seminars or as a consultant.

You may feel this is a minor matter of semantics, but creative problem solving consists of two connected activities: describing your objective and coming up with multiple solutions. The words you use to describe your product or circumstances are important. If you were asked to glue something to a wall you would search for a tube of glue and do it. But what if you are asked to fasten something to a wall? You might also think of tape, tacks, nails, Velcro, push pins, etc.

Apply this to your publishing business as you finalize your 2016 marketing plan. Write your goals differently to find new ways to reach them. A goal to "Sell X0,000 books by December 31, 2018" places your focus on selling books. If you say, "Reach net revenue of \$X00,000" you expand your definition to focus on content and different paths to it.

Then rephrase your goal as a question: "In how many ways can we reach net revenue of \$X00,000?" This expands your focus to think of multiple ways to attain it. This could be by selling your content in a book, booklet, ebook or other format. If you change the operative word to *expand* or *grow* you could expand your product line, pool of authors, other markets, new users or new uses for your content. You could grow revenue through corporate sales, selling to associations, generating recurring revenue, consulting and/or speaking.

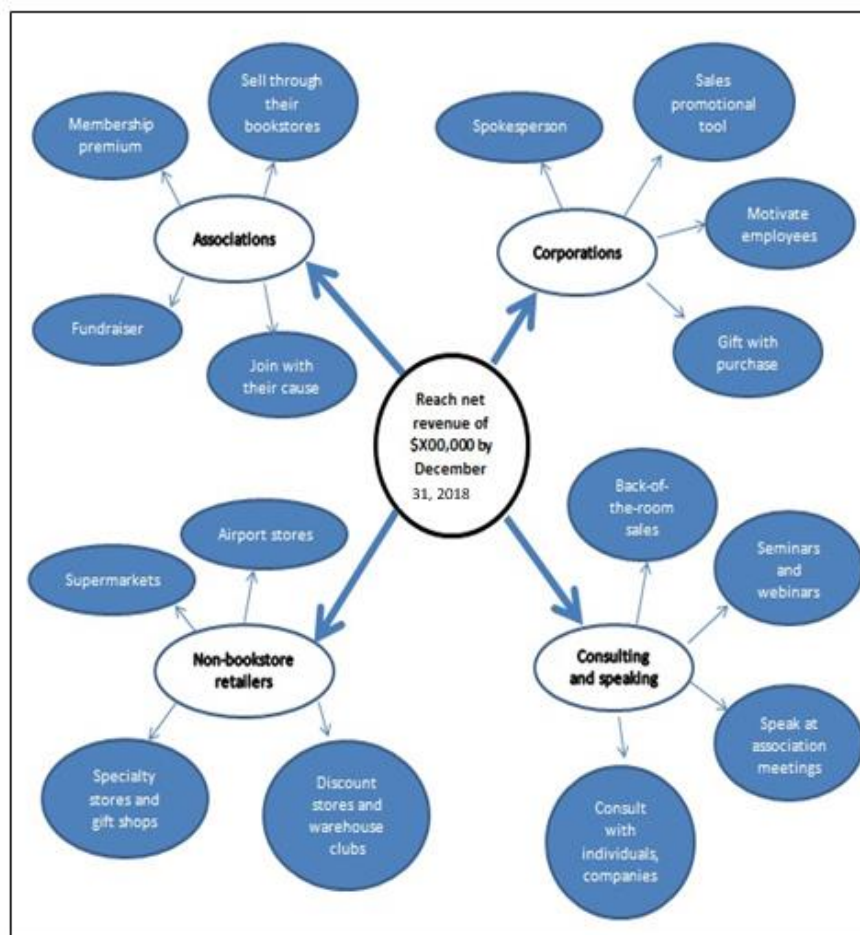
Visualizing the path to reaching goals

Some people are more visually oriented and are not motivated by words. Going back to the Titanic story, what if the passengers and crew looked around for things that float? They might have used wooden tables as lifeboats, or used them as platforms between lifeboats. There were 40 cars on the ship, and assuming each

had four tires with tubes another 160 people might have been saved. Even more passengers might have been saved if they used the tubes to float the wooden tables. They might have even used empty passenger trunks as floats, at least until the Carpathia arrived.

You might think it unreasonable to come up with these creative ideas with only 2.5 hours to live. And you would be correct. But that demonstrates the importance of planning. If the crew had a brainstorming session before leaving port, the innovative life-saving activities would have been second nature. They might even have removed all the tire tubes before departing.

Back to the business of publishing. Adapt the concept of mind mapping to create a market map to help you think of additional opportunities. Below is a graphic representation of a market map for special sales. First list the major niches in which you could compete. For example, you could sell your books to buyers in associations, corporations and through non-bookstore retailers. You could also sell your content by consulting or with back-of-the-room sales after speaking events.



Next, look for different ways to help buyers in each segment solve their problems. For example, associations want to increase their membership. Offer your book a premium – a thank-you gift for joining or renewing one's membership. Similarly, corporate marketing executives want to increase the sale of their products. Propose your book as a promotional tool as an incentive for people to buy their product. Human Resource professionals want to motivate or educate their employees. Present your book as the solution.

Non-bookstore retailers buy through distribution networks with which you are already familiar. Think of how the retailers' customers could use your content, and then demonstrate to the store buyers how your content and promotion will help them increase their store traffic and profits.

The barriers to innovation are like gravity – inevitable and always keeping you down. Try these two techniques to overcome the hidden forces that prevent you from growing. You may find new ways to stimulate your sales, revenue and profits, and they may be right in front of your eyes.

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?

There are no more excuses not to sell to special-sales buyers – Hell has frozen over!



Upcoming APSS Marketing Webinar

Mar 1: “Define Your Target Readers and Buyers,” By Brian Jud; 6:00 pm ET,

<https://tinyurl.com/y9sytk7p>

Mar 6: “What is “Special Sales?” By Brian Jud; 6:00 pm ET, <https://tinyurl.com/ya66vg2g>

Mar 8: “How to Make a Persuasive Presentation For Large-Quantity Sales,” By Brian Jud; 6:00 pm ET,

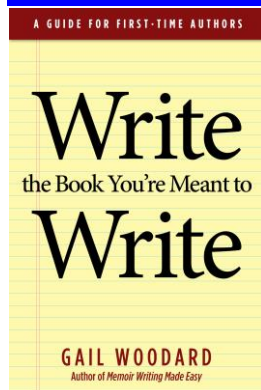
<https://tinyurl.com/y8nrpjgy>

Mar 13: “What’s the Big Deal? How to Negotiate Large, Profitable Book Orders,” By Brian Jud; 6:00 pm ET,

<https://tinyurl.com/yaxymvda>

Read It and Reap

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



Whether you want to write fiction, nonfiction or memoir, *Write the Book You're Meant to Write: A Guide for First-time Authors* provides all the advice you'll need for a successful transition from aspiring writer to respected author.

Step by step, Gail Woodard will help you to explore the different avenues for your own book, understand what's possible and make conscious choices right from the beginning.

Free Marketing Wisdom

Carol Vorvain



Here, at Writers Boon, we all love free marketing wisdom. And we thought you will love it too. Let's have some fun and learn a few marketing tips and tricks from these clever or just plain humorous book marketing jokes and quotes.

“Writing a book without promoting it is like waving to someone in a dark room. You know what have you done but nobody else does.” – Madi Preda

“How many marketers does it take to screw in a light bulb? None, they've automated it.” – Anna Lee

“Some succeed because they are destined to, but most succeed because they are determined to.” – Henry Van Dyke

“Quit counting fans, followers and blog subscribers like bottle caps. Think, instead, about what you're hoping to achieve with and through the community that actually cares about what you are doing.” – Amber Naslund

“Why did the marketer get off the trampoline? He was worried about his bounce rate.” – Anna Lee

“In a world that is increasingly inwardly focused, those that can look outwards, and who are genuinely interested in those around them, live a richer and more rewarding life in many ways.” – Andrew Griffiths

“With technology, you have to be careful because you can really be kind of be cyberstalkerish.” – Eric T. Tung

“What movie features a marketer stuck on a deserted island? Web-Cast Away.” – a classic

“Even if I am predisposed to shop online, I see bricks and mortar as part of marketing.” – Natalie Massenet

“I found that when I was putting my own music out, with my Twitter feed as the pure marketing budget, I'm preaching to the choir.” – Trent Reznor

“Authenticity, honesty, personal voice underlie much of what's successful on the web” - Rick Levine

“This is an A/B test conversation so C you later.” – TowerData

Carol Vorvain (@writersboon) is an Australian international lawyer, mediator, author and founder of Writers Boon. Her books, *When Dreams are Calling, Why not?* - The island where happiness starts with a question and *A Fool in Istanbul* - The adventures of a self-denying workaholic have been featured in a number of travel magazines including the *International Traveller* magazine and can be found in libraries, bookstores and on Amazon.

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)

Once I get a list of prospective customers, what's next? I can't contact them all at once. Bob Paton

Now you have lists of people who you know have some need and are at different stages of the buying process. Next, go through each of your groupings and rank them in the order in which you will contact them.

A priority. Make a list of your top ten A prospects, those who are most likely to purchase your books, have a short buying cycle and could possibly order in large quantities.

B priority. Make a list of your top ten B prospects, potential customers who may buy a few books or have less need for – or are unaware of — your title.

C priority. These people may say they have no budget now, but “call me in six months.” Or, they may have recently purchased a quantity of similar books. Remember that C prospects may turn into top-priority people in the future. If they have no need for your title, remove them from your active prospect list. Make a list of your top ten C prospects.

Spend time every day with A and B prospects. Work frequently with the As to close the sale. Explain your topic to the Bs, persuading them to increase their order size or get them to buy more quickly. Revisit your C list periodically to remind them that you will be around when they are ready to buy. Contact them periodically to keep your name before them. Use contact-management software to keep good records of each contact and immediately plan when our next contact will occur.

