



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 3, Number 58 March 2018

Here is your March 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

APSS can help you increase your sales and grow your business. We have added many new discounts and services in the past year. Here are a few of the 25 APSS discounts and services:

- Save up to 50% on purchases through Staples
- Shipping (70% off UPS)
- Publishers liability insurance
- Your book displayed at BEA, ALA, Frankfurt and more
- Custom leads of prospective customers for your books
- A program to sell your books for you to corporate buyers
- Distribution to bookstores and libraries in the US and Canada
- Distribution to non-bookstore retailers (airport stores, supermarkets, discount stores, etc.)
- Discount on Baker & Taylor distribution programs
- Discount on Ingram Spark™
- Get a discount on products and services from Bowker
- Mentoring program – meet with an expert at no charge
- Mastermind Groups
- PW Select: Your book in PW's print and online editions
- Discounts from *Foreword Reviews*
- Meetings near you – local APSS chapters nationwide. Here are those coming up soon:

APSS - San Diego (“meet and greet” 6:00 pm on April 6, Tom@bookapss.org)

APSS - Mid-Atlantic ([workshop](#) on April 14, Zorina@bookapss.org)

APSS - Chicago (Richard Williams (IPG, speaking on April 17, Rebecca@bookapss.org)

APSS - Philadelphia (“meet and greet” on April 28, Laird@bookapss.org)

APSS - Santa Clarita (workshop on May 19, Willa@bookapss.org)

For more information on any of these contact the chapter president listed above or contact BrianJud@bookapss.org or (860) 675-1344

Not an APSS member? We invite you to take another look at all the ways in which the Association of Publishers for Special Sales can help you sell more books in large quantities with no returns. Visit this page for more information: <http://pro.bookapss.org/join-application>

APSS Tip for Finding Potential Non-Bookstore Buyers

Know what you are selling – then find buyers who need it. When people ask you what you are selling, your initial answer is probably, “I sell books, of course.” But what they are really asking is, “How can your content benefit me in some way?” As a generalization, business buyers are not looking for books to re-sell, but for ways to increase sales, introduce new products, make customers more loyal, or to motivate or reward employees. If the information in your book can help them do one of those things you are more likely to make a sale. In non-bookstore marketing you will become more profitable when you stop selling your books and sell how the content of your book helps the recipient. And that may be different for each buyer.

APSS Tip for Making Persuasive Sales Presentations

If other companies have used your book in a similar situation, you could mention that fact. This is a case-history approach in which you demonstrate that since you have done it successfully before it is likely that you can do it again for this company. Briefly describe the prior promotion and how your book contributed to its success. Have testimonials from satisfied customers to prove your case.

APSS Tip for Negotiating Large-Quantity Orders

Now you are in the meeting room and you have just concluded your presentation. As you ask a committing question, the other party may inadvertently become anxious in anticipation of having to make a decision. Of course, your casual, professional presentation so far has warmed them to you and your proposal so there should be an element of trust that you are there to help them. Play off that and make a smooth transition into the negotiation. Do not tense up, appearing stressed as you ask for the order. Appear as if the natural next thing to do is to agree upon when the books should be delivered.

APSS Creative Exercise – Judging Ideas

There comes the point in every creative session when you have conjured up enough ideas and it becomes time to judge those that will be eliminated or given further scrutiny. Before appraising the relative worth of ideas under consideration, list the guidelines or criteria against which each is to be evaluated. Does the concept apply to the topic of discussion or is it simply a creative idea? Can it be enacted? Can it be done with the resources at your disposal – time, people and money? Create other criteria appropriate to the discussion and outcome for your circumstances, but try to eliminate evaluation on purely subjective terms.

Don't allow the discussion to turn negative when eliminating ideas, especially if (almost) everyone agrees it is worthless. The person who contributed the idea may be less likely to offer additional thoughts if others ridiculed the last one. Make it known that an idea may be creative and have potential, but not under the circumstances currently under consideration.

APSS Pro-File – Kim Tuttle, APSS Executive Assistant



Kim worked as a Customer Service Specialist for 14 years before running a successful home-based business for 12 years. She has been the President of the Walnut Farms Village Association in CT since 2004 and presently sits on the Board of the Hurley Hill Homeowners Association. She currently is head of household to a family of seven including five children and works as a Commissions Specialist in Finance and as the Executive Assistant to Brian Jud, the Director of APSS.

APSS Top Ten List

The days of the hard-charging sales closer are over. Today's corporate buyers are savvy, informed people who know what they want. They search the Internet looking for the providers of those products and call them in for a negotiation to get the best price. Our job as book salespeople is to work with buyers to let them know how to use our books as promotional items – a fact of which they may be unaware. Creativity and flexibility trump high-pressure selling. Here are **Ten Ways in Which the Sales Process Is Changing**.

1. The new environment favors innovative and adaptable consultants who professionally challenge customers with disruptive insights into their business. And offer unexpected solutions
2. Insight selling is flexible due to the many possible paths to a win/win solution; you are creating demand rather than responding to it
3. Begin at the end. Find out what your prospect wants to accomplish and then describe how your book can lead them there in unexpected ways
4. The path to the sale may (and probably will) vary from deal to deal
5. One must not be a “born salesperson” to thrive under these circumstances
6. Today's sales managers should act as coaches, providing guidance and support rather than quotas and direction.
7. Success is judged on long-term outcomes rather than short-term sales. Build more pipelines rather than increasing the velocity through existing pipelines, shifting the emphasis from a focus on unit sales to a focus on increased revenue and profitability
8. Shift the decision-making process from a choice among competitors vying for the lowest price to a choice among the various solutions that you propose
9. Become a partner in the creation and implementation of a recommended path to reach your customers' goals
10. Our job description changes from book salesperson to creative thinker, able to exercise judgment and assume responsibility for long-term business growth

APSS Featured Supplier – The Novel Factory



The Novel Factory is writing software focused on productivity. It helps you plot your story structure, develop your characters and keep track of progress. Features include easy image uploads, click and drag plot editor, plot templates, automatic backups and an optional step-by-step guide to writing a novel, for beginners.

Novel Ideas

Tips to Help You Sell More Fiction in Special Markets

What Makes Novels News (By Jodee Blanco)

Remember, there's no such thing as a book that's impossible to publicize. Sometimes, especially with certain types of fiction, it isn't the message of a book that offers the best media angle, but the provocative questions raised in the book that can be packaged as news. In *The Deep End of the Ocean* by Jacquelyn Mitchard, a couple struggle to save their marriage after the mysterious disappearance of their youngest son, who shows up on their doorstep nearly 13 years later, completely unaware of the truth about his past. A bitter custody battle ensues between the boy's biological parents and the family who raised him, who never knew he was a stolen baby.

Although the story was fictional, the book struck a chord with the media because it prompted real questions about the rights of children caught in nontraditional custody battles. Additionally, it explored the subject of missing children from the intriguing perspective of the parents' psychological and spiritual struggle. The publicist who handled the campaign for *The Deep End of the Ocean* did a wonderful job ferreting out and focusing the media on the newsworthiness of the book.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Do not feel you must force or defend your original proposal even though you may have spent the last hour presenting it with all your recommendations, documentation and Power Points. Instead, enter the process with an open mind, willing to give and take until the best mutually profitable end result is formed. "Selling" works once. Persuasion is replaced with consultative problem solving where you make a customer, not a sale. The desired result is a relationship where

If your presentation was made properly, you raised the level of emotion of everyone to a point where they likely agree to your proposal. But the corporate people recognize that a large expenditure cannot be based on emotion. It must have a logical foundation. The negotiation phase of the sales process helps to put the process back on a less-emotional track. The parties negotiate in rational good faith to get the best deal for their constituencies that results in a win/win/win situation for you, the company and their customers.

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

Want to Reduce Brain Fog And Improve Clear Thinking? Give up These Things Immediately, by Thomas Oppong

(Founder @Alltopstartups. Curator at postanly.com, Columnist at Inc. Magazine. Featured at HuffPost, Business Insider, Quartz, CNBC, Entrepreneur, etc.)

Mental fog is often described as a "cloudy-headed" feeling. Common conditions of brain fog include poor memory, difficulty focusing or concentrating, and struggling with articulation. Imagine if you could concentrate your brain power into one bright beam and focus it like a laser on whatever you wish to accomplish. Many people struggle to concentrate. And when you can't concentrate, everything you do is harder and takes longer than you'd like.

Give up the clutter. Mess creates stress. There's a strong link between your physical space and your mental space. Clutter is bad for your mind and health. It can create long-term, low-level anxiety. When the book, *The Japanese Art of Reorganizing and Decluttering*, by Marie Condo became a best-seller, it wasn't too surprising. We are all looking for ways to create more meaningful lives with less to distract us.

Get rid of clutter at your office, on your desk, in your room, and you will send a clear message of calm directly to your brain. Start decluttering today in small, focused bursts. You're not going to clean up your entire space in a day, so start small to make it a daily habit that sticks. Set yourself up for success by making a plan and targeting specific areas you're going to declutter, clean up, and organize over a prolonged period of time.

Multi-tasking doesn't work. The ability to multi-task is a false badge of honor. Task switching has a severe cost. Your concentration suffers when you multitask. It compromises how much actual time you spend doing productive work, because you're continually unloading and reloading the hippocampus/short term memory.

Research shows that task switching actually burns more calories and fatigues your brain - reducing your overall capacity for productive thought and work. Commit to completing one task at a time. Remove potential distractions (like silencing your mobile, turning off email alerts) before you start deep work to avoid the temptation to switch between tasks.

Use the 3-to-1 method! Narrow down your most important tasks to 3, and then give one task your undivided attention for a period of time. Allow yourself to rotate between the three, giving yourself a good balance of singular focus and variety.

Give up the urgent distraction. Your productivity, creativity and next big idea depends on it. Urgency wrecks productivity. Urgent but unimportant tasks are major distractions. Last-minute distractions are not necessarily priorities. Sometimes important tasks stare you right in the face, but you neglect them and respond to urgent but unimportant things. You need to reverse that. It's one of the only ways to master your time.

Your ability to distinguish urgent and important tasks has a lot to do with your success. Important tasks are things that contribute to your long-term mission, values, and goals. Separating these differences is simple enough to do once, but doing so continually can be tough.

Stop feeding your comfort. Comfort provides a state of mental security. When you're comfortable and life is good, your brain can release chemicals like dopamine and serotonin, which lead to happy feelings. But in the long-term, comfort is bad for your brain.

Without mental stimulation dendrites, connections between brain neurons that keep information flowing, shrink or disappear altogether.

An active life increases dendrite networks and also increase the brain's regenerating capacity, known as plasticity. "Neglect of intense learning leads plasticity systems to waste away," says Norman Doidge in his book, *The Brain That Changes Itself*. Michael Merzenich, a pioneer of plasticity research, and author of *Soft-wired: How the New Science of Brain Plasticity Can Change Your Life* says that going beyond the familiar is essential to brain health.

"It's the willingness to leave the comfort zone that is the key to keeping the brain new," he says. Seeking new experiences, learning new skills, and opening the door to new ideas inspire us and educate us in a way improves mental clarity.

Don't sit still. Sitting still all day, every day, is dangerous. Love it or hate it, physical activity can have potent effects on your brain and mood. The brain is often described as being "like a muscle". It needs to be exercised for better performance. Research shows that moving your body can improve your cognitive function. 30-45 minutes of brisk walking, three times a week, can help fend off the mental wear and tear. What you do with your body impinges on your mental faculties. Find something you enjoy, then get up and do it. And most importantly, make it a habit.

Stop consuming media and start creating instead. It's extremely easy to consume content. You are passive. Even relaxed. But for each piece of unlimited content you consume, it stops a piece of content you could have created. Limit your mass media consumption.

Embrace the creation habit. Start paying attention to the noise that you let seep into your eyes and ears. Ask, is this benefitting my life in any way? Does all this information make me more prone to act? Does it really make me more efficient? Does it move me forward in any significant way? Let creation determine consumption.

Allow curiosity to lead you to discover and pursue something you deeply care about. Make time to create something unique. The point is to get lost in awe and wonder like you did when you were a child. When you achieve that feeling from a certain activity, keep doing it!

Take the "Junk" out of Direct Mail

By Brian Jud



Direct mail has been given a bad reputation because of overuse and poorly designed mailing pieces. Unfortunately, people tend to perceive direct mail as junk mail, and its Internet equivalent as spam.

However, when you have a finite, identifiable group of people who are potential customers for your books, direct mail may be the most effective and efficient marketing tool you can use to reach them. It gives you control of the timing, delivery and content of your promotion, a pre-determined fixed cost and the means to forecast and measure the return on your marketing investment.

Unfortunately, direct marketing is too often implemented simply by purchasing a mailing list and then sending an existing brochure to the people on it. Unless you first prepare a tactical plan, including a way to evaluate your relative success, you will probably end up wasting money and becoming disillusioned in the potential effectiveness of a strategic direct mail campaign.

Your plan can be a simple document that describes the benefits of your title to a market niche, and the proposition you will offer to entice people to purchase your books. Your plan should outline the actions you intend to take in six key areas. These areas are the books/products, the target market, the special offer you are proposing, the format you present and the ways in which you test and evaluate your implementation.

The product. Not all books are destined for successful direct marketing. First, is it a real value for the price you are asking? If you are trying to deplete your inventory of over-priced books simply by

offering a reduced price via direct mail, you may be disappointed. Instead, think about your titles from the recipient's perspective. Is the point of difference important to them? If the book is worthwhile to your prospects, its price becomes less significant. What is the shipping cost?

The target list. When mailing to existing customers, make sure your list is current and cleaned (old names eliminated) recently. While the addresses will probably remain the same, the names may change periodically.

The offer. The most important part of your direct-mail package is not your book, but the offer that surrounds it. There are several basic propositions you can use by themselves or in various combinations, depending on your objectives. Here are several.

1. Free information. This is often the most effective offer, particularly when your objective is to generate leads for future business. Tell people that when they send for a copy of your book they will also receive a special report or some other free, useful information.

2. Samples. If you are selling booklets or other low-cost items, a sample will show people the level of information and quality they may expect.

3. Conditional sale. If you are selling a subscription of your newsletter, or perhaps a continuity book program, you could offer the premier issue of your newsletter for free if the prospect agrees to a one-year subscription.

4. Yes-No. This is an involvement proposition where the prospect is asked to respond by indicating whether he or she accepts or rejects your offer.

5. Time limit. Setting a time limit on a given offer forces action, either positive or negative. Usually it is more effective to name a specific date rather than a time period.

6. Discounts. A discount is a popular lure and is particularly effective where the value of your book is well established. Three types of discounts are typically offered: for cash, for an introductory order or for volume purchases. Providing free shipping could be considered a discount if the customer is used to paying for freight.

7. Negative option. This offer prearranges for shipment if the customer does not cancel the shipment by mailing a rejection form prior to the deadline.

8. Positive option. Here, every shipment is based on a direct action by the customer.

9. Load-up. This is a favorite of publishers of continuity series. For example, you would offer a set of twelve books, one to be released each month. After the customer has received and paid for the first three books you would invite him or her to receive the remaining nine all in one shipment with the understanding that payments may continue to be made monthly.

10. Free gift. For best results, test several gifts to determine the one most appealing to the target audience. The most important criterion for gift selection is 1) appropriateness of the gift, 2) its effect on repeat business, and 3) net profit per thousand including the cost of the gift.

11. Secret gift. If the prospective customer completes all the information on the reply card or order form he or she will receive an extra free, unnamed gift.

12. Advance payment. If you want the customer to order with a credit card or to send a check with the order you could offer an incentive for doing so. This might be a special report or free gift.

13. Add-on offers. If you want your customer to call you, tell them to ask for your special offer when they speak to your sales person.

14. Deluxe alternatives. Give the customer a choice between your perfect-bound book and your special leather-bound edition. An autographed copy could be considered a deluxe alternative, too.

15. Offer a guarantee. The words “satisfaction guaranteed” are at the heart of all mail order selling. If you include a buy-back option it becomes even more effective.

16. Bounce-backs. This offer succeeds on the premise that the best time to sell people is right after you have sold them. Here, forms offering more of the same item, related books or items totally different from that originally purchased are included in shipments or with the invoices.

The format. The standard format for direct mail is a three-piece package consisting of a cover letter describing the offer, a brochure and a reply mechanism. However, you can create many variations of this traditional package.

The test. Before you embark on a 10,000-piece nationwide mailing, test on a smaller scale your choice of titles, the list you will use, the offer you will make and different formats you plan to use. Also test the timing of your mailing and alternative geographic areas. Invariably you will learn ways to fine-tune the four key areas listed above and more accurately forecast the results you can expect on the larger mailing.

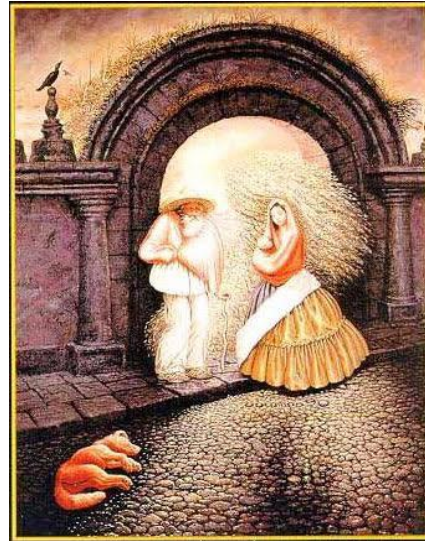
Analysis. Before you conduct your direct-mail campaign, make sure it will be profitable for you. calculate the cost of the mailing to make the offer, plus the cost of sending the title in response to an order.

Direct mail is a targeted marketing weapon that that can help you sell more books, test new titles, generate sales leads or communicate information about your authors and your business. It can be an effective and efficient addition to your promotional strategy – if used properly.

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?

What do you see here? A side of a man's head, or a man and a woman? This dilemma is analogous to your book. Buyers see your content differently than you do. You know what is in your book because you worked on it for a number of years. But what does the buyer see? Only what you describe. Ask questions to find out what they see and then reinforce that or change their impression.

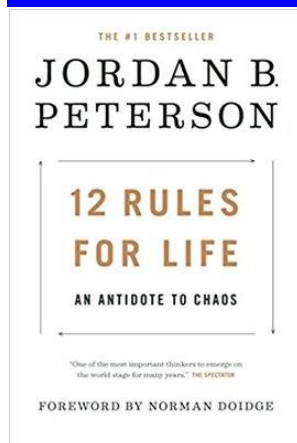


Upcoming APSS Marketing Webinar

April 4: "How to Sell More Books at Trade Shows," By Brian Jud; 6 pm ET, <https://tinyurl.com/y7eq6e4g>

April 18: "It's Show Time – How to land and perform on more TV and radio shows," by Brian Jud; 6:00 pm ET, <https://tinyurl.com/y7fzecba>

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



12 Rules for Life: An Antidote to Chaos, by Jordan B. Peterson. What does everyone in the modern world need to know? Renowned psychologist Jordan B. Peterson's answer to this most difficult of questions uniquely combines the hard-won truths of ancient tradition with the stunning revelations of cutting-edge scientific research.

Humorous, surprising and informative, Dr. Peterson tells us why skateboarding boys and girls must be left alone, what terrible fate awaits those who criticize too easily, and why you should always pet a cat when you meet one on the street.

Audiobooks Driving Content Transformation Karen Bedi



Books and listening to audiobooks are not new ideas, and e-readers have been around for several years. The expansion of the digital publishing industry has led to the emergence of a wide range of e-book formats, creating a need for e-book conversion and formatting.

The surge in digitization of publisher backlists has spawned an industry, which specializes in converting printed books into eBooks. Some of the industry's largest Web content providers and electronic publishers rely on HTML/XML conversion to make technical/academic books and journals ready for online display. For instance, some clients approach publishing service providers to create interactive eBooks using ePub3 from PDFs. This content transformation process is not simple. It involves the following processes:

- Converting content from PDFs and other sources to eBooks
- Adding interactive features to eBooks
- Creating a template for similar type of exercises to reduce time
- Offering assessments of each activity with scores
- Special coding for storing and retrieving test entries
- Ensuring image quality without increasing the file size
- Validating every activity to ensure there was no repetition of the asset file

While looking at the current state of content development, it is not hard to see why publishers across the world are investing more in this format. A survey revealed that although 57% of publishers are making more than half of their titles available as eBooks, only 65% of publishers have converted less than half of their backlists (legacy titles) into eBooks.

While eBooks are still very much part of the digital transformation industry, audiobooks are not far behind. Audiobooks are the fastest-growing segment in publishing, representing a billion-dollar industry, with millions of people making purchases each day. Given the demand, well-edited and expertly narrated audiobooks have huge sales potential, as these tend to command a higher price point than their print versions. However, with great growth potential comes tough competition.

The audiobook market has shown consistent growth. According to the Audio Publishers Association, 2017 saw six million more audiobooks sell than the previous year. The growth in the past couple of years has been between 20% and 30% in the United States and in major European markets like the United Kingdom. In the same period, growth has gone up to 200% in Nordic countries. In 2017, over 30% of all fiction sales in Sweden were expected to have been from digital audiobooks, and the overall book market has grown in revenue over the past two years due to new listeners. Whether you have a print or digital backlist, you would like to offer in audio format, or you would like to see audiobooks become a part of your future book releases; there are a number of ways to take advantage of audio.

With the evolution of digital transformation, business models have undergone significant shifts, and new opportunities for growth have opened up alongside challenges. For example, Penguin Random House to get books into the hands of as many readers as possible in whatever format they prefer. The current split globally for Penguin Random House between print and digital is 80:20, and digital audiobook sales are up. Publishers find that benefits of audiobooks in publishing are lower investment, cheaper production costs, low inventory storage costs, and, most important of all, the ability to build a stronger global customer base. No matter the trend, we can be sure that audiobooks are on track to become one of the more vital divisions of publishing.

Publishers are in the age of podcasts, radio apps, and audiobooks, and now could not be a better time to convert your e-book into an audiobook. Audiobook sales continue to rise and may be the perfect complement to your print and digital books.

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)

“Can you give me some ideas about marketing activities I can do before my book is published?” Sara Collins

The book-marketing process does not start when your first books are delivered. There are many marketing actions you can take before your book is published. APSS created a timeline to help you plan them: www.bookapss.org/PrePubTimeLine.pdf There are also virtually unlimited combinations of book-marketing actions you can take after your book is published. Here is a checklist you can use to get started: www.bookapss.org/PostLaunchChecklist.pdf