



THE SALES INFORMER

Association of Publishers for Special Sales

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

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Here is your April 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



**Do you want to know how to sell *your book*
to non-bookstore buyers? And who to contact?
Not for books like yours, but *your specific book*?**

**Get a one-on-one phone consultation
with two experts on special sales**

May 1 at 7:00 pm Eastern Time

**Get a detailed, 20-minute consultation on your book for \$49.95
(\$39.95 for APSS members)**

Brian Jud and Guy Achtzehn will give you:

- * Profitable segments in which to sell your book - many of which you probably never thought to contact. These could be in corporations, small businesses, government agencies, associations, schools and even retail buyers.
- * Creative sales opportunities and unique marketing ideas
- * Detailed, specific information about how to find and contact potential buyers
- * How much to charge so you don't leave any money on the table
- * Not just where to sell your books, but when, why and how!
- * Listen in on the other consults for more information and ideas

**You will be astounded at all the tips and practical information you will get.
Sign up by contacting Brian Jud at BrianJud@bookmarketing.com, (860) 675-1344,
or use Paypal account brianjud@bookapss.org**

Here is what some attendees had to say about their consults:

Their ideas are fresh, real, and doable! Tamara Dever, creative director, TLCGraphics.com

Your thoughts and suggestions certainly raised my thinking several notches

Patti O'Donoghue, author of *Princess Elizabeth Solves a Big Problem*

To have not only one, but two experts in the area of book marketing give time to my marketing plan and my book made the experience well worth it. Jennifer Miskov Why settle for Silver When You're Meant for GOLD?

Their information blew us out of the water, not only our own book but the comprehensive evaluation of each book featured. It was well worth the investment. Kathy Peterson

APSS Tip for Finding Potential Non-Bookstore Buyers

Most independent publishers are interested in increasing revenue and profits by selling in non-trade markets, but many aren't sure how to get started. Start by asking and answering the right questions. After all, if you don't do that, you will never get the answers you need.

Be sure to formulate your questions for productive answers. For instance, instead of asking, "Where else can we sell this title?" which may only elicit one response, ask, "In how many places can we sell this title, and what are they?" thereby generating additional possibilities.

That question and those that follow will get you going. Feel free to add your own; fully exhaust your ideas for answering each question, and then always ask "What else can we do?" before you move on to the next.

*** In how many ways can we work more successfully with our distributors?** Can we communicate better? Share marketing plans sooner? Participate in cooperative advertising? Provide the distributor's sales people with more and better sales literature and information about our title's sales handles?

***Who can use the information in the book?** The answer to this question should direct you to broad market segments no matter what the subject of a book is. To provide the examples from here on, I will use a career or job-search title. For it, answers to this question include people seeking employment for the first time, looking for a career change, or trying to find new employment after being laid off.

***Where do people generally look for the kind of information in the book?** Yes, maybe bookstores, but do not stop there. Add places like colleges and high schools, churches, state employment departments, employment agencies, outplacement firms, and networking groups to your list until you cannot think of anything else.

***Who else could use the information in the book?** Think beyond broad market segments. Finding new niches where you can sell existing titles may be the most efficient way to increase your sales and revenue. Possibilities for a job-search guide include high-school and college students, people over fifty years old, women, blue collar workers, and more.

***Who could use the book's content in generally overlooked segments?** This question should get you thinking about very specific groups of people. For instance, prisoners who are released or paroled, who must be trained to find new jobs, and military personnel, who need job-search information when they are discharged.

APSS Tip for Making Persuasive Sales Presentations

When possible, visit the room in which you will give your presentation. It may be the Marketing Manager's office or it may be in a more formal conference room. If you can see it beforehand you can visualize your surroundings as you practice your presentation.

Novel Ideas

Tips to Help You Sell More Fiction in Special Markets

Use a three-step process for marketing fiction

(By Jodee Blanco)

Step 1: Read the book as if you were an investigative journalist searching for a story idea. For example, say you're publicizing a romance novel about a May-December relationship. Your first job is to analyze which theme or themes featured in the book could be packaged as media angles. In this particular example, the May-December angle is powerful because it's controversial and relevant. You may even be able to piggyback current events. For instance, if you had been mounting your campaign during the Monica Lewinsky scandal, that would give you the perfect tie-in pitch.

There might also be another news angle lurking in the story line. Perhaps the heroine gets impregnated out of wedlock by her older paramour. That's an interesting theme. You could develop an intriguing human-interest angle with the idea of older men fathering children and the impact of this on the family. Using this angle would also open up opportunities for co-promotions with special interest groups, such as foundations and support groups for unwed mothers.

Step 2: Interview the author thoroughly to uncover elements that could either establish the author's credibility as an expert or be used as news stories. Ask for as many details as possible. Perhaps the author was involved in a May-December relationship in the past, and it was one of the primary motivations for writing this book. Such a personal connection to the subject matter is good fodder for a human-interest article. Or maybe the author was a couples counselor, and the novel was inspired by real case histories. Dig as deep as necessary to discover something with an interesting edge that you can use to establish author credibility and engineer a campaign.

Step 3: Sift through the subplots of the story for possible peripheral media angles. Every time a media contact says "no" to a pitch, you want a bucket full of other ideas that you can pull out in a flash. In other words, if the idea of publicizing a novel makes you shudder with insecurity because, on the surface, fiction seems like such a tough sell to the media, don't panic and shut down creatively. Look at how it can be done, and not why it can't be done.

APSS Tip for Negotiating Large-Quantity Orders

The Secret to Negotiating: Find the 18th Horse

Consider this old tale. A farmer died, leaving his 17 horses to his three sons. When his sons opened up the Will it read:

”My eldest son should get $\frac{1}{2}$ of the total horses;
My middle son should be given $\frac{1}{3}$ of the total horses;
My youngest son should be given $\frac{1}{9}$ of the total horses.”

As it's impossible to divide 17 into half or 17 by 3 or 17 by 9, the three sons started to fight with each other. Eventually they decided to go to a farmer friend, whom they considered to be quite smart, to see if he could work it out for them. The farmer friend read the Will patiently and, after giving due thought, he brought one of his own horses over and added it to the 17. That increased the total to 18 horses. Now, he divided the horses according to their fathers Will.

Half of 18 = 9 so he gave the eldest son 9 horses.
 $\frac{1}{3}$ rd of 18 = 6 so he gave the middle son 6 horses.
 $\frac{1}{9}$ th of 18 = 2 so he gave the youngest son 2 horses.

Adding up how many horses they have:

Eldest son	9
Middle son	6
<u>Youngest son</u>	<u>2</u>
Total	17

This leaves one horse remaining, so the farmer friend takes his horse back to his farm and the problem is solved.

Moral:

The attitude of negotiation and problem solving is to find the 18th horse i.e. the common ground. Once a person is able to find the 18th horse the issue is resolved. It is difficult at times; however, to reach a solution, the first step is to believe that there is a solution. If you think that there is no solution, you won't be able to reach one.

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 – Sarah Tufano **APSS Administrative Assistant, Special Projects**



Sarah Tufano has over 25 years of Sales and Marketing experience. She has always had a passion for books and reading and was thrilled with the opportunity to join our team. She currently resides in Farmington, CT with her husband and three children. In her spare time she enjoys exercising, reading, going to the beach and spending time with her family and friends.

APSS Top Ten List

The *Wall Street Journal* recently published an article that can help you sell more books: “10 Tips for Negotiating with Kim Jong Un.” The list is also an excellent description of skills that can be applied to negotiating a large book sale with a corporate buyer. APSS removed the political issues from the article, and summarized it below.

- 1. Identify the outcome you want to achieve.** What is your best negotiated outcome? Is it a high price, long delivery time, no customization, prepayment and no returns? That may seem idealistic, so consider the range of possibilities. Know how you will frame your initial position (don't refer to issues as “demands”) and what you want to achieve over different time frames.
- 2. Prepare to answer a variety of questions and objections.** The bargaining may take sharp twists and turns. Expect extraordinary demands, breakdowns, walkouts and reversals of positions. These may just be “positioning” gambits. Anticipate how you will respond to questions that may come up in the process, such as delivery dates, shipping issues, quantity pricing, customization and returnability.
- 3. Recognize relations with allies.** You could enter the negotiation with people who can help you answer questions. These may be a representative from your printer, publisher or distributor. You may have an ally within the prospective company, too. This is the person to whom you have been introduced, your initial contact who brought you in to meet with the decision makers.
- 4. Anticipate the negotiating process.** Will you initially meet with the Human Resources Manager to discuss how your content could help the company's 10,000 employees become more motivated and productive, leading to lower absenteeism? If you convince him or her, the next step might be to meet with the company president, then the purchasing manager, for example. Allow time for the process to unfold.
- 5. Engage support for potential outcomes.** You may agree to a larger order for your books that involves customization and fast delivery. Coordinate with your designer, printer and the shipping company to make sure all goes as planned.
- 6. Consider what your prospect may want.** Begin by asking questions. Find out what “pain points” the prospect wants to alleviate. You could ask, “If you were to hire an assistant today, what would you want him or her to accomplish in the first 90 days?” The answer tells you the problems the buyer wants to solve.
- 7. Decide what you are – and are not -- willing to trade.** Buyers may press you to concede returnability, pricing or other terms. Are you willing to offer a lower price in exchange for a non-returnable sale? If not, what terms would you be willing to negotiate?
- 8. Decide the minimum you willing to accept.** If you have alternative potential buyers (due to your frequent prospecting) you have the confidence to walk away from a deal that would not be profitable for you.
- 9. Be prepared for no agreement.** You may end the discussion with no order. But that does not mean the issue is dead. Evaluate what transpired, and think about a different way to approach the deadlock. A little creativity can develop alternative solutions that you can bring back to the table.
- 10. Don't wing it.** Action and accomplishment are not the same thing. Practice a variety of negotiating techniques so you feel comfortable implementing any of them under various conditions. Practice doesn't make perfect. Practice makes permanent, so make sure you are practicing the right things. And, don't only practice until you get it right. Practice until you can't get it wrong.

APSS Featured Supplier – Total Printing System



Total Printing Systems is a digital book manufacturer offering single to full color on covers and interiors in all bind styles. Our niche is short-run book printing using the latest digital technology with high-speed inkjet web and toner presses. All binding is done in-house and we specialize in SHORT RUN CASE BINDING. Print-On-Demand, Ship-On-Demand fulfillment, inventory management, and warehousing services are also available. We now offer DIMENSIONAL printing which will make your book covers stand out! Visit www.tps1.com to experience our Instant Quote pricing tool. View our seven part video series about book manufacturing on our YouTube channel: www.youtube.com/TotalPrintingSystems And connect with us on:

Facebook: www.facebook.com/TotalPrintingSystems Twitter: @Total_Printing

Pinterest: www.pinterest.com/totalprinting/

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Three Steps to More Profitable Sales. Once you define your target readers and buyers, you can start the process of selling to corporate buyers. It begins with finding the names of potential decision makers. Then you propose your solution during a personal presentation. Finally, you negotiate the terms of each sale. This can take a long time, if for no other reason than the buyer's risk of making the wrong decision is considerably higher than in the retail sector where unsold books are returned (see Brian Jud's article in this issue of *The Sales Informer* for more information on this topic).

Step One: Search for names of prospective buyers

There are two ways to generate the names of prospects. First, get them to come to you by exhibiting at relevant trade shows (find them at www.10times.com), advertising in industry journals, and increasing your exposure through social media (blogging, podcasts and LinkedIn). Second, search for them at www.manta.com where you will find detailed contact information. Also join applicable associations (<http://www.directoryofassociations.com/>) to network personally.

Not all prospects are equal in their ability or desire to purchase books as promotional products. Some may be entrenched with competitive products, have no budget to purchase or may have recently concluded a promotional campaign. Qualify and prioritize your list of names according to those who are the best sales prospects at this time, and concentrate your efforts where you should get the greatest return. (See "What's the Big Idea" in this newsletter for more information on this prospecting)

Step Two: Present your recommendations.

Next, arrange a meeting with your top prospects to discuss the potential opportunity. Small sales of your books may be concluded on this initial meeting, but large sales usually require a later, formal presentation describing your recommendation for using your content as the solution to their business problems.

Your presentation is not about your book, but about using your content to solve your prospects' problems. The words you use to connect emotionally and rationally should be customized to the individual needs of each prospect. Be creative yet credible, persuasive but not pushy and complete but concise. The way in which you deliver your content is more universal. Control your vocal delivery by varying your volume, inflection and rate of speech. Use body language strategically by managing your eye communication, posture, facial expression and gestures. Close your presentation by asking for the order.

Step Three: Negotiate the sale.

Rarely will your initial proposal be accepted in totality, and both parties negotiate in good faith to get the best deal for their sides. Before entering a negotiation, define the terms that would be ideal for you. These could be high price, large quantity, long delivery period, no customization or returns, and the customer pays the shipping charges. Know which of these you are willing to discuss, and on which you will remain firm.

These are the three basic steps required to make a large-quantity sale. Although they are applied differently in each situation, they have one common objective. That is, do not attempt to make sales, try to make customers. Build long-term relationships that result in larger orders, recurring revenue and increased profits for your publishing business.

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

How to Engage with Reviewers on Goodreads

By Cynthia (Goodreads)

There are two different approaches for authors when it comes to promoting books on Goodreads that authors should leverage together. There's the "pure marketing" approach, for which Goodreads provides suite of advertising products for authors to use to build awareness around their books. The other approach involves investing in building long term relationships with readers that can pay off over time.

If you have the time and are willing to invest it, here are some ways to engage with reviewers on Goodreads:

Share your passion for books. The number one activity readers want to see from authors on Goodreads is the books they read and recommend. People go to Goodreads to talk about books, and authors who embrace this unlock the power to effectively integrate Goodreads into their overall online presence.

Successful authors like Celeste Ng and Roxane Gay spent years curating their shelves on Goodreads while concurrently writing their books. The authors have more than 500 books marked as 'read' and Ng even created custom shelves to give a better sense of what she's reading.

Adding a few books to your WTR shelf once a week or updating the status of the book you just finished is all it takes to stay engaged with the Goodreads community. You might choose to take a more strategic approach: review books that are in the same genre as the book you have written, create shelves of books you used for inspiration, or mark books that you loved in high school.

Build genuine relationships. When browsing the reviews of the books you love, you'll find readers who share your preferences. It might be tempting to shoot them a quick message to introduce yourself and your book, but there's the risk that the message might be perceived as spam. Instead, follow the reviewer and see what books you both enjoyed, see their reviews and updates in your newsfeed, and then engage with them in the comment section of those reviews and updates. Engage with the reviewer over a shared passion for reading. Remember: relationships take time to cultivate so don't give up if you don't see immediate results.

Know when to mention your book. There are many areas where authors can talk about their own book, and guess what? Your book page is one of them. Reviewing your own book is allowed as long as it's clear that the work you're reviewing is your own. Approach the review space of your own book like you

would writing a foreword, adding additional insights that didn't make it into the blurb (see an example here) and sharing occasional updates.

While you're on the book page, avoid responding to reviews about your own book. Even if you like a particularly positive review of your own book, resist the urge to hit 'like' on Goodreads. Instead, follow the reviewer to see what else the person might be reading (hey - if they liked your book, you already know they have great taste!) and start engaging with them about books you both enjoyed.

Let reviewers contact you. Ask the Author allows authors to take questions from readers anywhere in the world, at any time. The questions aren't public until the author chooses to answer them, and it's perfectly fine to skip questions. Check your Author Dashboard for new questions regularly and tell readers to ask you questions using Ask the Author by sharing the link to your Goodreads profile on your website, newsletter, blog, or social media account.

You can talk about your book through Ask the Author – in fact, we encourage it by asking “Where did you get your idea for your most recent book?” – but you can use it in many other creative ways as well: share some original writing or personal insights on yourself. Have a friend ask you a question that you can respond to, or even ask yourself a question!

Readers might occasionally send you a message telling you how much they loved your book, and if you feel comfortable engaging with readers that way, go for it. If they request for a free copy of your book, feel free to send them a copy, but don't feel obligated to accommodate that if your budget doesn't allow for it. A friendly decline “I'm out of review copies at the moment, but you can follow me for updates on when I get more” can work.

When authors take this long-term approach, and invest in building a community on Goodreads, they find their time spent on Goodreads becomes much richer.

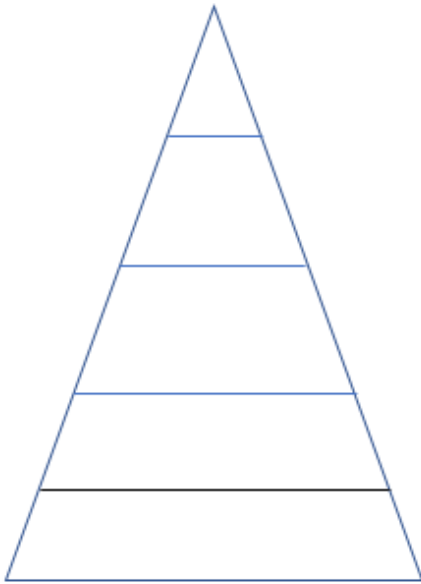
The Least Important Selling Feature is Your Book

By Brian Jud



Have you heard of Abraham Maslow's Need Hierarchy? It describes a pyramid of needs through which people move as they are motivated to fulfill unmet needs. The foundation is made up of the very basic needs (security, food, etc) and people advance ultimately to self-actualization.

Did you ever think about how this same concept applies to the business-to-business (B2B) buying process in which you can make large, corporate sales of your book? B2B buyers begin the purchasing process with objective criteria (prices and specification), but quickly move through underlying, subjective influences on the decisions. These levels of influence on the buying decision can be demonstrated in The Value Pyramid



Inspiration Value: Vision and social responsibility

Individual Value: Career (reputational assurance) and Personal (growth and development, reduced anxiety, comfort level)

Operational Value: Ease of doing business (simplification, integration with existing operations, risk reduction and Relationships (flexibility, responsiveness, expertise)

Augmented Value: meet needs; creative solutions to problems

Expected Value: Acceptable price, quality, ethical standards

The Value Pyramid portrays the objective and subjective influences on the B2B buying-decision process. Recognizing the full range of both rational and emotional factors behind the choice – and customizing your presentation accordingly – is critical to making the sale.

Expected Value

At the base of the Pyramid are the requisite quantifiable requirements – quality of production, size of the book, price, number of pages, plot, or the information in the book. Most authors and publishers fail when selling in the B2B segment because they focus on these criteria. However, they are assumed to exist, and are prerequisites for being in the running for a corporate order. But they are not areas of differentiation or of motivation for buying. A successful selling strategy moves beyond these and addresses underlying, unspoken and personal qualitative factors further up the Pyramid.

Augmented Value

You enter the sales process as you move your prospect up to the creative elements that enhance the value of your products. You probe into their real reasons for buying, typically the need to solve their problems. You might ask, “If you were to hire an assistant today, what would you want him or her to accomplish in the first 90 days?” The answers give you the prospect’s “pain points,” such as increased sales (Marketing Managers), or increased motivation of employees (Human Resource Managers). Then you focus your presentation on how your content can address them.

Operational Value

As buyers move to the third level, the sales discussion considers subjective criteria, but includes topics that enhance the relationships between parties, such as personal trust and the seller’s commitment to meeting the prospective customers’ needs. Trust is not something you discuss, but something you develop over time. For example, you may ask for a token order to demonstrate your flexibility in negotiating and your determination to deliver on your promises.

Individual Value

The elements at the fourth level address the buyer's priorities, whether they are personal (appealing aesthetics) or career related. If buyers are contemplating purchasing 50,000 or more of your books, they may think, "What will happen to my career if this buying decision does not solve the problem, or actually makes it worse?" Maybe I should just go with the tried-and-true coffee mugs?

At this point, these concealed emotions can overwhelm rational considerations. A fear of failure often nags at buyers who spend relatively large amounts of money on decisions that could affect other employees and company profits. Your efforts providing reputational assurance to the corporate buyer act as a form of risk reduction. Use case histories, testimonials and other examples to demonstrate your ability to consummate the sale professionally.

Inspirational Value

Once you have brought your prospective buyers up through the first four levels of The Value Pyramid, they reach the inspirational elements of the decision, stemming from the vision of the future you help create. Discuss follow-up campaigns and other customers' success stories. Ask a question like, "If you could wave your magic wand, what would the perfect campaign look like?" Then describe how you -- together -- can help make that happen.

Talk with prospects instead of selling to them. Ask questions that give you insight into secreted motives and divulge information on which you may act. Look at the sales process from the buyer's perspective, knowing that each prospect's criteria are different from any others. Judiciously create customized bundles of value that will relieve the buyers' qualms if they are concerned about your ability to deliver on your promises. Potential buyers are more likely to make large and repeat purchases from the people who performed stronger at the upper levels of the Pyramid. Your efforts to satisfy the emotional and rational aspects of the transaction differentiate you in a positive way, and are rewarded with a signature on the agreement.

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?

Once you are well prepared, it's time to call potential buyers and schedule appointments to discuss your proposal. When you call someone, one of two things will occur. Your prospect 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 get through to your prospect, lead with your benefit statement and then ask if the person has time now to learn more.

If you are transferred into voice mail, you must leave a concise, 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



Upcoming APSS Marketing Webinar

May 2: "Be a Sellebrity During In-store Presentations," by Brian Jud; 6:00 pm ET; <https://tinyurl.com/y837kvjb>

May 9: "Marketing on a Budget – Get the Most Buzz for Your Bucks," by Brian Jud; 6:00 pm ET; <https://tinyurl.com/yc68mogb>

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

Small Changes Big Shifts by Dr. Michelle Robin, DC. True wellness is a blending mind-body-spirit, and Dr. Robin frames this connection with the Quadrants of Wellbeing. The Quadrants identify the four components of our lives -- mechanical, chemical, energetic, and psychospiritual. By making changes to each Quadrant, you can embark on a journey that creates a holistic state of being that is uniquely you and sets you up to live a healthy, happy, and hopeful life.

This book gives you simple tips to improve your wellbeing and create a healthy lifestyle. Dr. Robin empowers you to listen to your body and apply a harmonious plan to achieve whole health and your optimum potential. By listening to your body, you recognize your individual needs and can meet them.



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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)

“How can I get a celebrity to endorse my book?” Beverly Johansson

Obtaining endorsements from celebrities is not a difficult task. The key is to make it as easy as possible for them to reply. Your initial query should include a cover letter asking them to give you an endorsement, the table of contents, a galley copy or sample chapters and a self-addressed-stamped envelope (SASE). Let them know you recognize how busy they are, and send sample blurbs from which they may choose. You might say something such as, “Other readers said something like this” Or, ask if they would like to have you write the testimonial for them.

Bill Creed solicits testimonials creatively. “I make sure that a bookmark is in every book I sign and encourage readers to send me a blurb. For this reason, my personal e-mail is on the bookmark. I get many responses, and of course, I save their e-mail address for future use.”

Getting a good endorsement or testimonial can take time, but if you do not hear back from the “blurber” in two or three weeks send a follow-up letter or email. Celebrities are busy people, and often their mail is screened by an assistant, delaying your request from getting to them. Where do you find the names and contact information for these VIPs? Here are some general sites on which you can begin your search.

- The Screen Actor’s Guild (www.sag.com). SAG represents nearly 120,000 actors in film, television, industrials, commercials and music videos. Contact SAG at 5757 Wilshire Blvd. Los Angeles, CA 90036-3600; (323) 954-1600. If you are on the East Coasts contact SAG at 360 Madison Avenue, 12th Floor, New York, New York 10017, (212) 944-1030.
- For a fee you can join www.contactanycelebrity.com and get access to an online database with a mailing address, phone, fax and email address, agent, manager, publicist and charitable cause for many celebrities
- A free (but somewhat outdated) list of addresses, contact information and important tips on how to reach celebrities may be found at <http://www.reelclassics.com/Address/address-list.htm>
- A site with free background information about celebrities is <http://www.who2.com/>