



# THE SALES INFORMER

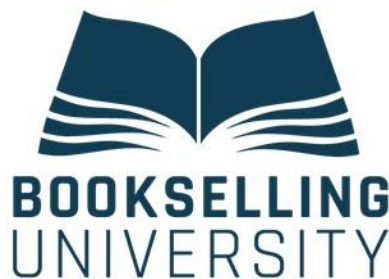
## Association of Publishers for Special Sales

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

Volume 6, Issue 6, Number 61 June 2018

Here is your June 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



### **Book Selling University is now open! See these online, on-demand book-marketing courses**

Book Selling University can help you produce better books and sell them to potential buyers more profitably. See it at [www.BookSellingUniversity.com](http://www.BookSellingUniversity.com)

BSU gives you book-marketing information on demand to help you plan, produce, price, distribute and promote your books more effectively and efficiently online or offline

### **HOW CAN THE APSS BOOK SELLING UNIVERSITY HELP YOU?**

- \* Get book-marketing information on-demand to help you plan, produce, price, distribute and promote your books more effectively and efficiently, online or offline
- \* Take courses as time permits and needs demand
- \* Learn from instructors who are experts on their course material
- \* Discover how to sell more books in large, non-returnable quantities
- \* Make more money selling your books
- \* All courses are 30, 45 or 60 minutes, and priced accordingly
- \* Make your publicity more effective and efficient
- \* Pinpoint social media
- \* **View each course up to five times**

Book Selling University is sponsored by APSS, Bowker, Publishers Weekly's BookLife and Ingram Spark.

APSS members get a discount on every course. For the coupon code contact Kim Tuttle at [kim@bookmarketing.com](mailto:kim@bookmarketing.com) or [Kaye@bookapss.org](mailto:Kaye@bookapss.org)

Discover more at [www.BookSellingUniversity.com](http://www.BookSellingUniversity.com)

## APSS Tip for Finding Potential Non-Bookstore Buyers

Right now, you are at most five contacts away from anyone you might want to reach. This could be a buyer at WalMart, a corporate purchasing manager or the producer at a top television or radio station. A key to building a successful special-sales business is to learn the name of the first of those five people. Do that by networking with people, finding out whom they know and how they can help you. Each contact brings you one step closer to your ultimate objective.

*Editor's note: See the networking tips presented by Guy Achtzehn in his article below*

## APSS Tip for Making Persuasive Sales Presentations

Every sales presentation results in some outcome. It may not always be the conclusion you wanted, but something will happen. Know what you want each presentation to accomplish, then prepare all the information, aids and examples that will achieve that result. Here are some examples of the responses you might get given different objectives and strategies.

| Objective                   | Strategy   | Content  | Response   |
|-----------------------------|--|--|--|
| Sparking Action             | Describe how a successful example was implemented in the past; stimulate listeners to imagine how it might work in their situation | Avoid excessive detail that will take the audience's mind off its own challenges                       | "Just imagine..."<br><br>"What if..."  |
| Building Trust              | Provide audience-engaging drama and reveal some strength or vulnerability from your past   | Include meaningful details, but make sure the audience has the time and inclination to hear your story | "I did not know that about him."<br><br>Now I see what she is driving at..." |
| Fostering Collaboration     | Movingly recount a situation that listeners have also experienced and that prompts them to share their own stories about the topic | Allow flexibility in your agenda does not squelch allow the swapping of stories                        | "That reminds me of the time I..."<br><br>Hey, I've got a story like that."  |
| Taking people to the future | Evoke the future you want to create without providing too much detail  | Use a story in which the past can visualize the future   | "When do we start?"<br><br>"Let's do it!"                                    |

## 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?

While target markets are sometimes central to a story, they can also seem pretty peripheral. But because they can be less than a gazillion dollars to spend on any given title, and because the ripple effects from them are usually strong. When things are humming in your target markets, be sure to tell media and booksellers about the good review, the local sales spurt -- whatever is happening that shows that your book's bandwagon is rolling. Those who are already by your successes; those who aren't yet involved will take notice. And you'll prove, once again, that target marketing well!

### APSS Tip for Negotiating Large-Quantity Orders

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 you have? 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 – APSS Board Member Sharon Castlen



**Sharon Castlen**, the founder/owner of Integrated Book Marketing works with small presses and independent publishers across the country in three areas: Pre-Press coaching, distribution, full marketing strategy and implementation. Since 1984, she has also shared her expertise and mentored clients, authors and publishers through workshops, keynote addresses, webinars, and ‘ask-the-expert sessions during national and regional publisher and author gatherings. She speaks each year at Independent Book Publishers Association (IBPA) Publishing University and the Pacific Northwest Booksellers Association Fall Trade Show in addition to more regional author/publisher groups in the northeast. She focuses on non-fiction titles...for adults and for children. She works in both the secular and Christian communities in all aspects of her book marketing and publishing services. She is a member of IBPA, APSS, and PNBA.

## APSS Top Ten List

**What is the best way to increase your book sales?** Here is the way to find out. Do the math, then compare the results to the list below. You will be amazed at how accurate this test is: Pick a number from 1-9. Multiply that number by 3. Add 3. Multiply by 3 again. Your total will be a two-digit number. Add the first and second digits together to find the best way to increase your book sales in the list of those below:

Action List:

1. Sell through chain bookstores
2. Sell through Amazon.com
3. Sell through bn.com
4. Facebook
5. Twitter
6. Book signings
7. Sell to friends and relatives
8. Pinterest
9. Join APSS or renew your membership at <http://pro.bookapss.org/join-application>
10. Sell through independent bookstores

Now, isn't that something?

## APSS Featured Supplier – TWP



*Where Impressions Last*

Environmental and Health Safety requirements - we care while we print!

TWP America Inc. a subsidiary of Tien Wah Press (Pte) Ltd (Singapore), 299 Broadway, Suite 720, New York, NY 10007-1987; Tel: 212-274-8090; Email for sales inquiries: [jlaborne@twpony.com](mailto:jlaborne@twpony.com); Website: [WWW.twp-global.com](http://WWW.twp-global.com)

In addition to our NYC sales office, we have our West Coast office at 303 Twin Dolphin Drive, 6th floor. Redwood City, CA 94065; Tel: 415-615-0900; email: [moresman@twpony.com](mailto:moresman@twpony.com)

TWP is a one stop total printing solutions provider with its' headquarters located in Singapore and manufacturing plant in Malaysia. We are one of the world's leaders in the offset printing business. TWP specializes in quality products such as: coffee table books, case bound children's story books, die cut board books, wire-o books, book-plus gimmicks, and paperback books. TWP complies with local legislation, global standards, and other

# What Do Entrepreneurs Struggle with Most?

By Kris Kelso



I have been an entrepreneur for over 11 years, and I coach dozens of entrepreneurs. The one struggle that I see very consistently, but is seldom talked about, is Imposter Syndrome. From Wikipedia:

Impostor syndrome (also known as impostor phenomenon, fraud syndrome or the impostor experience) is a psychological pattern in which people doubt their accomplishments and have a persistent, often internalized fear of being exposed as a "fraud". The term was coined in 1978 by clinical psychologists Pauline R. Clance and Suzanne A. Imes. Despite external evidence of their competence, those exhibiting the syndrome remain convinced that they are frauds and do not deserve the success they have achieved. Proof of success is dismissed as luck, timing, or as a result of deceiving others into thinking they

are more intelligent and competent than they believe themselves to be.

Many entrepreneurs feel that others around them seem to have it all together and know what they're doing, while they themselves are "making it up as they go". They believe that sooner or later, the rest of the world is going to figure out that they aren't qualified to be a business owner, and at that point it will all come crumbling down around them. This feeling is reinforced by the feedback they're given:

- They're being hailed as an expert, while learning on-the-fly.
- They're being celebrated as bold and brave, while experiencing near-constant fear and worry.
- They're presenting only the best version of themselves and their company, in order to impress prospective customers, investors, and employees, knowing full well that there are big risks and threats underneath the surface. Furthermore, they are often surrounded by other entrepreneurs who are doing the same, which compounds the feeling of being the only one "faking it".

Jessica Bruder wrote an award-winning article in 2014, dealing with the largely unrecognized and underreported prevalence of depression, anxiety, and other psychological issues among entrepreneurs. In it, she quoted Toby Thomas, CEO of EnSite Solutions, using an illustration that has become my go-to description of entrepreneurship: A man riding on a lion.

"People look at him and think, This guy's really got it together! He's brave!" says Thomas. "And the man riding the lion is thinking, How the hell did I get on a lion, and how do I keep from getting eaten?"

The imagery here is remarkably accurate. I cannot count the number of times I've been given accolades, admiration, and verbal high-fives for the risks I've taken and the things I've accomplished as an entrepreneur. Yet on the inside, I'm not celebrating - I'm usually freaking out. What looks to others like strength and resolve feels to me like a series of near-catastrophes.

This is a significant challenge that nearly every entrepreneur will face at some point in their career.

The good news: If you feel this way, you are normal. While it can be limiting and destructive if it becomes extreme, a healthy dose of humility will keep you from making big, stupid mistakes, and from becoming a jerk in the process of finding success.



## Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



### Personal Networking Tips

Regardless of where you network, there are several rules to which you must adhere if you expect to create a list of beneficial contacts:

**Be creative.** People offer information from their own perspective. Learn to analyze and manipulate their feedback to address your particular circumstances. Frequently ask "What if..." questions.

**Be positive.** Use networking meetings to discuss opportunities, not problems. Accept help graciously, criticism constructively and rejection in stride.

**Be prepared.** Before attending a trade show, make a list of the people you want to reach and their exhibit numbers. Arrange appointments beforehand and carry a large supply of business cards.

**Be reciprocal.** Networking is more effective if it is not one-sided. Willingly share any (non-confidential) information you have that might be helpful to others.

**Be resourceful.** Look for networking opportunities everywhere, such as on airplanes, at parties, in elevators or even online.

**Be respectful.** If you call people, first ask if it is a convenient time for them to talk before beginning.

**Be thorough.** Keep records of all your contacts in a form that is easy for you to use. This could be on index cards, in a loose-leaf binder or in your contact-management program.

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Contact Guy Achtzehn at The Promotional Bookstore, [guy@msgpromo.com](mailto:guy@msgpromo.com) or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items

## Three Steps to Getting Better Ideas

By Brian Jud



Did you ever try to solve a jig-saw puzzle? It's simple, right? The picture on the cover of the box of a completed puzzle should look, so all you must do is organize and connect all the pieces. Now think of your journey as the puzzle. You have your vision of the end result, but you have to create the pieces to complete it.

One way to come up with the "pieces" is through brainstorming, a group discussion in search of an answer to a specific question or problem. The facilitator begins a brainstorming session by gathering people, posing the question to be addressed and explaining the rules (quantity vs. quality of ideas initially, defer judgement, freewheeling, and hitchhiking). At the end of the idea-generating phase, teammates eliminate those suggestions that are currently untenable, and choose the best ones to put into action.

But what if the brainstorming meeting focused on the wrong question? The result would be a number of ideas – many of them excellent – that may not solve the real problem.

The solution is to conduct two critical (and often overlooked) steps prior to brainstorming. The first is to frame the real issue, and the second is to allow downtime for ideas percolate to the surface. Only then will step three – finding the right solution -- be most effective.

## **Three Steps to Getting Better Ideas**

### **Step One: Framing the problem to be solved**

What did Renaissance kings do to break out of the groupthink environment their “yes-men” advisors created? They asked a “fool.” It was the fool’s job to reframe any proposal under discussion to make it appear in a fresh light and reverse the common perception of a situation. Example: “If a man is sitting backwards on a horse, why do we assume that it’s the man who is backwards and not the horse?” Result: he dislodged people’s assumptions and allowed them to see things from a different perspective.

“So what?” you say. What does this have to do with solving a book-marketing problem? Here is an example. Let’s say your book is about the history of ice cream, and you are trying to get an ice-cream-store manager to host your book signing. The manager wants to sell more ice cream, so you could persuade that person with this idea: Instead of promoting your event with, “buy an ice cream cone and get a discount on my book,” turn it around. “Buy my book and get a free ice cream cone.” People like to get things for free, so the store manager could sell more ice cream (which you pay for out of your earnings).

This brainstorming process is successful only if it leads to the solution of the proper question. Therefore, Step One is not the pursuit of answers, it is a quest for questions – a search for the definition of the real problem. For example, what if sales of Title A are trending down? A group might form to find ways to reverse that slide. The leader may prompt the session by asking, “How can we increase sales of Title A?” The participants will contribute ideas in rapid succession: “Conduct an email blast. Have the author perform on more TV and radio shows. Post more on Facebook. Get more reviews. Do additional book signings.” And the comments continue coming until the well of ideas is exhausted.

But what if these are answers to the wrong question? Might a different range of more impactful answers be generated if other questions were asked first? Here are several provocative questions that could lead to a more strategic discussion, and stimulate a much different list of responses: “Why are sales of Title A down? Is it properly priced? Who are the target readers? Is that the correct definition? Is current promotion directed to the proper audience? With the right appeal? Where do they shop? Do they prefer ebooks instead of the current printed book? Who else could use the information in the book? Could it be sold as a premium to buyers in corporations, associations, schools or the military? Could it be sold through non-bookstore retailers (gift shops, airport stores, supermarkets, discount stores)? Is the content of Title A seasonal? Should Title A be retired to backlist status? Should we focus on increasing revenue or profits of Title A instead of unit sales?

This approach to a forced-innovation session can re-direct the ensuing rush of ideas in a more strategic direction. Limit the input for Step One by allowing people to contribute only questions. This singular focus suspends the automatic desire to provide an answer, and ultimately helps expand the problem space for deeper exploration.

### **Step Two: Incubation**

The ancient Greek scholar Archimedes was charged with proving that a crown presented to the king was not solid gold, as the goldsmith claimed. The solution eluded him until he stepped into the bathtub, and his body weight caused some water to spill over the sides. At that moment he had his method for proving the crown was fake, by measuring its volume based on its buoyancy.

This story demonstrates that deliberate contemplation can form borders and constraints that block potential ideas from surfacing (officially called “cognitive inhibition). Self-limiting beliefs (“Books can only be sold through physical bookstores and Amazon.com.”) or biases (“I could never call a prospective corporate buyer.”) create the “box” that forms a barrier to creativity. On the other hand, hunches, instincts, feelings and/or premonitions occur when least expected, and can lead to unintended solutions. Being relaxed, sometimes distracted, helps innovation. The harder you force yourself to have an idea, the harder it is to get one.

Put your brain in neutral (or park) instead of accelerating through the thought process. Take some time away from the dilemma to allow your submerged ideas to percolate through, around, over or under the barriers. You may get your best ideas while driving, meditating, running, swimming or showering. If so, take a drive, meditate, go for a run or swim, or take more showers to release additional ideas. It's important to keep that in mind (so to speak).

### Step Three: Manipulation

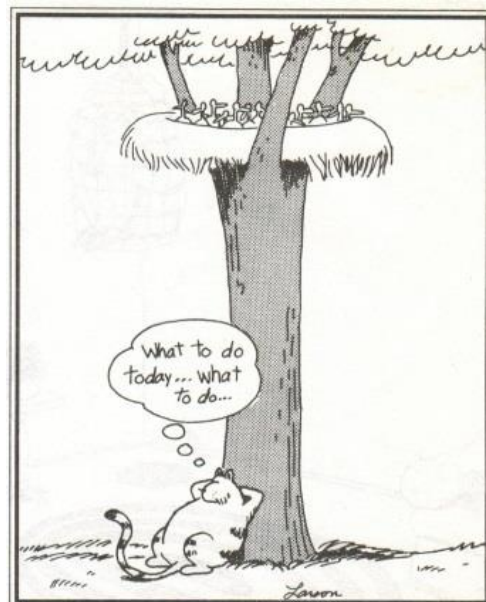
Do you remember the old hand water pumps? Try as you might, no water will flow until the pump is primed. Steps One and Two serve that purpose. Now, as people congregate to brainstorm, they are primed with information to start and increase the flow of ideas. The session is more likely to be strategic and on target to solve the correct problem. You can now spend time manipulating the contributions people make, and the resulting actions are more likely to solve the real, underlying issues. As Louis Pasteur famously said, "Chance favors the prepared mind."

Look back at all the questions posed throughout this article. Did they get you more involved, make you think and keep you reading? This three-step technique is more likely than traditional one-step brainstorming to generate specific, targeted ideas. But getting the right pieces for your book-marketing puzzle is not the end result. In fact, it only the beginning of the next phase. Now you must put them together.

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*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](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com) @bookmarketing on Twitter*

## What's the Big Idea?

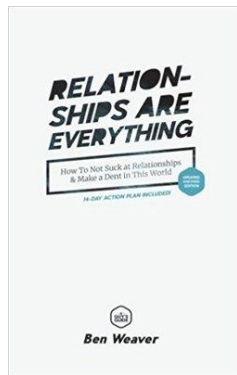
Sometimes the biggest opportunities are those that are not so obvious. In 1866 an Iowa farmer watched the construction of the transcontinental railroad near his fields. After seeing the track laid and a locomotive steam through, he thought, "So that is what railroading is about: tracks and trains." What didn't he see? Among many other things, that he could get his products to more markets more quickly, and that once there they would have to compete against products from many more places. He saw the obvious steel and wheels (compare to bookstores) but he didn't see the hidden opportunities (non-traditional sales). Instead of selling what your books *are*, see the larger perspective of what your books *do*. How can corporations, associations, schools or the military use your information for their benefit?





## Read It and Reap

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



*Relationships Are Everything: How to Not Suck at Relationships & Make a Dent in this World* by Ben Weaver. In his first book, Ben Weaver addresses an issue which has plagued men for years: not being good at relationships – personal and business.

For a long time, men have pursued life on their own terms. It's left them with dead ends and a life of loneliness apart from people and relationships. When was the last time you left a group of friends feeling more alive? Have you been struggling when it comes to dating? Are you disappointed in the way you find yourself handling things at work? Or maybe you know what it's like to feel spent as though you have nothing left to give... without knowing why. *Relationships Are Everything* will help you change the answers to all these questions for good.

## 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](mailto:BrianJud@Bookmarketing.com) and he will answer it here)

“My book would be great for motivating employees to do better. Do you have any tips or statistics I can use to measure an increase in employee productivity?” Edna Reamer

Most incentive programs are not measurable, and do not try to convince professional buyers differently. They know better. But you may use some valuable research to make your case. According to the Incentive Marketing Association (IMA, 1601 N. Bond Street, Suite 303 Naperville, IL 60563, P/ 630-369-7780 F/ 630-369-3773, <http://www.incentivemarketing.org>), incentive programs:

- Increase individual performance 22%
- Improve team performance 44%
- Attract quality employees
- Increase sales 46% over simple cash incentives
- Increase sales, profits, product mix, channel share, channel partner communications and channel loyalty.
- Enhance employee productivity, teamwork, recognition, safety and even suggestions