



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 9, Number 64 September 2018

Here is your September 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

New! Live, One-On-One Meetings With Authors for Sales Tips Customized to Their Books

Book Selling University now offers live, virtual “classes.” Authors will have at least 60 minutes with Guy Achtzehn -- an expert in selling books in both small and large, non-returnable quantities to non-bookstore (special sales) buyers.

Individuals will discover how to sell their book – not just books like theirs. They will get an understanding of their target prospects, the steps for selling to them, and how to easily repeat the process for long term growth of their sales and profits. Authors will get...

- A list of target buyers customized to their content
- Basic contact information for each prospect
- Tips and techniques for reaching them
- Networking hints for meeting buyers in person
- Role playing to build their confidence
- Tips to follow up with buyers successfully
- Ways to build recurring revenue from each customer

Book Selling University is an online, on demand series of pre-recorded courses to help self-published authors and independent publishers produce better books and sell them in large quantities more profitably. Students get book-marketing information on their schedules to help them plan, produce, price, distribute and promote their books more effectively and efficiently online or offline. All courses are conducted by instructors who are experts on their course material.

Book Selling University (www.booksellinguniversity.com) is sponsored by BookLife, Bowker, Ingram Spark and the Association of Publishers for Special Sales (APSS). It is an attempt to create an awareness of special sales (non-bookstore marketing), the steps that should be taken to achieve greater revenue, and establish consistent, high-quality standards to which published items should be produced.

APSS Tip for Finding Potential Non-Bookstore Buyers



Tynea Lewis and Gary Cassel started LitPick, a company of kids reviewing books for free to get kids to read more. According to their website, “We are dedicated to promoting reading and writing among preteens, teens, and young adults through mentoring with student books reviews.” Each book and review is looked over by an adult to ensure quality. It's offered free to authors and it gets kids to read and write more in a real-world setting. Here is the link to submit a book: <https://litpick.com/page/litpick-book-review-request-form>

Update on Book Selling University (Sponsored by APSS, BookLife, Bowker and Ingram Spark)



Book Selling University has courses to help you produce better books and sell more of them. Today's featured course BSU-181: How to Improve Your Book with Beta Readers, By Dan Janal. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

APSS Tip for Making Persuasive Sales Presentations



What is the question to which your information is the answer? The question you need to answer is, “Why are we here?” Reason backwards to get the answer. Evaluate your information and determine the question the audience would have to ask in order to make that information a fascinating, provocative answer.

APSS Tip for Negotiating Large-Quantity Orders



What could undercut your Best Negotiated Outcome (BNO)? Unanticipated discussions may surface during the negotiation. One of the participants may get a brainstorm and say, “What if we... ?” Then the dialogue revolves around that unforeseen topic. It is impossible to know all these diversions in advance, but you can think about the general circumstances within which you will deal.

- **Can you remove or alter any constraint that makes your BNO unattainable?** You could be blind-sided with a stipulation that you pay a penalty for late delivery. But if you know in advance that your printer can easily make the intended date, you can catch your prospect off guard and regain the momentum when you reply, “Actually, I’ll pay you a higher penalty for late delivery, if you pay me a bonus for early delivery.”
- **Is there any way to change the terms you bring to the table that could improve your BNO?** What if a buyer requests that you purchase a costly product-liability policy? If you are familiar with the terms of your current policy you may describe them as adequate, making it unnecessary to purchase additional coverage.

Two opportunities to exhibit your books with the APSS discount



1) Display your book at the Maryland Psychological Association's Annual Convention on Nov 2. APSS has a special arrangement to exhibit members' books there for \$50 per title (\$75 for non-members).

Registration Deadline Oct. 17, 2018

Books Due on Oct. 24 2018

2) Display your book at the New England Psychological Association 2018 Annual Conference (November 10). APSS has a special arrangement to exhibit members'

books there for \$65 per title (\$75 for non-members).

Registration Deadline: Oct. 23, 2018

Books Due: Oct. 30, 2018

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

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

Not an APSS member? To join or to learn more about APSS go to <http://pro.bookapss.org/join-application>

Eliminate the Ingram Spark \$49 set-up fee -- With Your APSS Discount

Save \$49 set-up on the IngramSpark set-up fee with your APSS membership. IngramSpark is an award-winning online service for indie authors that provides the same quality print and distribution services enjoyed by big-time publishers. Once you finish and format your book, IngramSpark makes it possible to share it with the world, including readers, over 39,000 booksellers, and librarians, and more than 70 online retailers. Focus on what you do best — creating innovative content — and let IngramSpark do the rest: print, ship, and distribute your book.

APSS members contact Kim@bookapss.org for the IngramSpark Promotion code

The link to IngramSpark: <https://myaccount.ingramspark.com/Account/Signup?source=APSS>

APSS Creative Exercise - Random Words

If you are leading a creative session and are having trouble getting things started, choose a random word and ask people to say the first thing that comes to their mind. Take a book. Ask someone to shout out a number and choose that page. Ask for another number and choose that line. Ask for a number between One and ten and choose that word. Analyze the word for all its possible applications related to your objective. Once people get involved, the discussion usually takes on a life of its own. If not, go to another page in the book, dictionary, magazine or newspaper.

APSS Top Ten List

As Scott Adams showed us previously, failure isn't fatal. In fact, it could be a requisite factor in your success. Legendary basketball coach John Wooden had something to add to that, too. According to him, "Success is never final, failure is never fatal. It's courage that counts." It takes courage to change the strategies that you have been using in the past and jump to new market segments outside of traditional bookstores. Here are the **Top Ten Ways to Reinvent Your Strategy in A Changing Business Environment**.

1. Develop the ability to constantly adapt – to new employees, titles and strategies.
2. Recognize and deal with changes in your selling environment such as evolving demographics, new competitors, technological advancement and international opportunities
3. If you keep doing the same think over and over eventually you will be wrong. Consistent implementation of the same strategies is not enough to succeed.
4. Flexibility and adaptation are at the heart of successful business strategy.
5. Do not define yourself as a book publisher, but as a purveyor of content and how it can be used to solve readers' or buyers' problems or meet their needs.
6. Try to separate the important and enduring trends (ebooks) from those that are short-lived and ultimately irrelevant.
7. Have the stamina and confidence to accept short-term hits to performance to lay the groundwork for long-term advantage.
8. Think about where trends in your niche are taking your business five and ten years out. How will you respond to those developments if they occur?
9. Create a long-term brand for your publishing company.
10. Tailor your strategies by market segment rather than by title. Retailers buy for different reasons than do schools, libraries, association meeting planners and corporate buyers.

APSS Featured Supplier



Color House Graphics exists to help publishers and authors create and deliver great books. We can help you produce a compelling product. We place a high value on quality, simple processes and hands-on personal service. After 27 years of service, we continue to use the technology that exists today for you to get your content published in print or digital form so you can distribute it with ease. We invite you to explore our website and discover how our dedicated people can consistently provide you with superior service and quality from your first contact to delivery of your books. We welcome the opportunity to demonstrate our abilities to you with your next project. Contact: pknight@colorhousegraphics.com

Authors Can Be SUPREME in Their Marketing
Brian Feinblum



My 20-year-old nephew introduced me to SUPREME a year or so ago. I still don't know what Supreme is but it's become famous for being famous. Apparently, there are lots of people who are eager to have anything with the Supreme logo branded on something, from T-shirts to bags. People just like the name.

Whenever some product is made available through limited channels, people line up for hours like they would to buy concert tickets, buying out all of the stock, leaving dust behind. Then, people like my nephew resell this stuff and instantly turn a profit. He doubled his \$2,000 outlay in about 36 hours. I kid you not.

There's a phenomenon going on in America that seems to exemplify the way some entrepreneurs think. It used to be that one would have a good idea, open a business, and provide a useful service or sell a needed product. That's Capitalism 101. We still have such forward-thinking, industrious, hardworking people, but we also have "flippers" – people who obtain something and then quickly sell it. We see it in real estate, stock day trading, and we see it online. People buy stuff on ebay or Craig's list or some online crowdsourced supplier and then re-list them for a profit. In fact, the good ones will seek to sell a product before they paid for it, testing the waters while not getting saddled with unsellable inventory. Nothing's wrong with any of that. My question is this: Can it work for books?

Can something be done to make a book more valuable than its cover price?

Sure, one can sell autographed copies – if their name was worth something. You can create enhanced editions – nicely packaged books with special ink on glossy paper, tucked into a decorated sleeve or gift box – but that only works for a handful of titles. Maybe what you need to do is print fewer copies – sell your book like it's art work – a limited edition.

Or maybe you need to stamp S-U-P-R-E-M-E on the front cover!

Supreme is the brand and the brand is simply its name. Maybe your book needs better branding? You can make more money off of the brand than from book sales. Sell T-shirts, posters, bags, etc. with your book's cover image or showcase a quote from your book. Make your book seem bigger than it really is and people will flock to it.

Sports teams shouldn't be the only ones selling \$300 jerseys. How about author jerseys? I'm serious. Print up your line of colorful jerseys, stick a number on it, put your book cover on the front, with your name on the back. Throw in a cap and accessories like a scarf, socks, and gloves.

Merchandising is a huge industry. The cost of making these things is inexpensive. The key is the marketing behind the merchandise. People need to perceive there is value in having something and often they will assign an inflated value to the most useless or frivolous thing.

Children's book authors probably have an advantage here. They may have cute, cuddly, colorful characters and scenic imagery that can be reproduced onto clothing and other keepsakes. But there's no reason a diet author, an erotic novelist or a self-help writer couldn't find a catchy cover or phrase to highlight and market.

Maybe we can turn a book into a gateway drug, with all of the paraphernalia and merchandising that can go with it. Some children's books are turned into movies sell stuff all of the time, from plush toys to figurines to board game apps.

Of course you're in a Catch-22 here – to sell stuff your book has to be a success and in order for your book to be a success you need to sell stuff.

You have to act as if your book will be a movie or that it has charming characters. Maybe you can sell villain-wear if your thriller or murder mystery involves evil forces and bad guys. Go sell a knife with its case engraved with your book title. Sell fuzzy handcuffs with your kinky character's name. Create a fake instructional video on how to be a successful villain. Sell T-shirts that say "It's Good to Be Bad" and your book cover on the back.

Premium sales are going through the roof. Everyone likes swag, even when there's no obvious reason to desire something like a Supreme shirt. But hey, don't question or criticize it, just exploit it. If you're really good at it, write a book about it – and sell product tie-ins.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



When police begin an investigation to solve a crime, they think about all the possible suspects who might have committed the felony. They narrow down the list by eliminating those without a motive or the opportunity and means to carry out the misdeed (the MOM technique). Their final list comprises the "persons of interest" upon whom the investigation focuses. Your potential book buyers are your persons of interest.

If your potential buyer is at a retail establishment you have three persons of interest. The first is your distributor. The second is the retail buyer who purchases your books. The third is the customer of your customer, and these can vary widely within a target segment. For example, the customer at a Hallmark store is different from a person who patronizes a Spencer Gifts store. A museum gift shop will carry different products than will a hospital gift shop. Buyers at these places will seek different items to sell to different customers for different reasons.

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

A New Way to Generate More Ideas

By Brian Jud



Last year over 900,000 ISBNs were assigned by Bowker. If you want to sell more books in such a crowded field, they need to stand out in a positive way. In their effort to rise above the competition, authors conduct innovation sessions to think outside the box, brainstorming for the best creative strategy. This can put undue pressure on them to come up with the one best idea. In most cases, that burden will reduce creativity.

However, innovation is still required for your books to get noticed. If you reduce the anxiety to find the best way to become more noticeable, your creative sessions can be more effective. These three steps to creative problem solving can help you do that: 1) Intention, 2) Attention, 3) No Tension. Define the problem, gather information, then relax and let ideas come to you.

- **Intention.** The topic may be the fact that sales are down, but that is a symptom of a deeper issue. Define the cause of the problem so you know exactly what you are trying to accomplish. The emphasis here is on clarity. Focus on what you want to accomplish
- **Attention.** Innovation doesn't start with good ideas - it starts with good questions. Ask, why sales are sales down. Are you addressing the proper target audience? Is the content sufficiently unique? Are you

selling only through bookstores, or could you sell to non-bookstore buyers?

Frame your questions to stimulate multiple responses. If you say, "Where else can we sell this book?" then the first plausible idea will answer the question. Instead, ask, "In how many other markets can we sell this book?" This will generate other possible solutions such as selling to or through buyers in corporations, government agencies, associations, non-bookstore retailers, book clubs or academic markets.

Instead of searching for an idea that *must* work, stimulate an array of ideas from which you may choose. Sometimes a thought needs a little more attention, just a minor twist that unwittingly creates the perfect solution. Like trying to make a round peg fit into a square hole, it requires some shaving to make it fit.

- **No tension.** Remove the pressure to innovate. Creativity occurs best when you are not trying to make it happen. When you let go of the need to come up with *the* best idea, you can come up with several ideas, with one or two more likely to stand out.

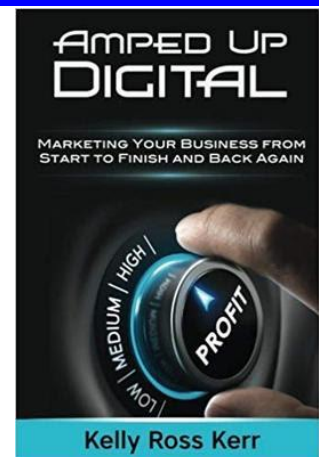
This process is akin to using a kaleidoscope. Keep adding new ideas and giving it more twists. Eventually the entire picture changes and a new combination comes into view. Voilà, the real problem is solved, and more people will notice – and buy – your books.

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

Read It and Reap

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

Amped Up Digital, Marketing Your Business from Start to Finish and Back Again, by Kelly Ross Kerr, is aimed at helping business owners and entrepreneurs create a solid marketing strategy for their business and help them understand the ins and outs of marketing in today's digital world.



What's the Big Idea?

Stop selling your books and make more money. This may sound odd for a publisher, but you can achieve the most success by not selling your book, but by *selling the benefits* they will get from your book's content. In other words, the form in which your content is sold is less important than the content itself – particularly to non-retail buyers (in corporations, associations, etc).

Frank Fochetta, the former Vice President and Director of Special Sales and Custom Publishing at Simon and Schuster, agrees. According to Frank, “There is only one way to increase your sales, revenue, and profits in the non-trade segment. That is, sell *content*.” Businesses want to know how the information contained in your product line can help their business more than that of some other marketing tool.

The non-retail sales process is not about you or your book. Rather, it is about providing your customers and readers with valuable information. Learn how to sell what your content will do for your readers by looking at it from their perspectives. Once you change your marketing focus from “me” to “them,” you will go a long way to increasing your sales, revenue, and profits.



APSS Pro-File APSS Board Member Karen Strauss



Karen Strauss has been in publishing for over 30 years. She held management and marketing positions at major publishing houses that included Bantam Books, The Free Press, Crown, Random House and Avon. She is the founder of Strauss Consultants, Inc., an independent group that works with small publishers and organizations in the U.S. and abroad to help maximize their sales potential and meet their distribution needs. She is also the founder of Hybrid Global Publishing .. a publishing company that supplies publishing and marketing services for brands, organizations, and individual authors. She is the author of *Book Publishing For Entrepreneurs: Top Secrets from a New York*

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)

“Are book awards worth the aggravation and cost to enter?” Mark Staples

Winning an award can separate you from the pack of competitive titles quickly, since it is a statement by an objective third party that your book is worthy of recognition. And since many awards are based on the content of your book — rather than its design — it becomes a valuable sales tool in special markets.

You probably will not experience significant sales based on the award alone, but there are other benefits. Perhaps most importantly it could enhance your credibility among prospective buyers. Also, your status as an award-winning author may increase your chances of getting on the air or in print. And the award may give you more leverage among agents, publishers and distributors that turned you down in the past.

It is not necessary to compete for the major awards such as the Pulitzer Prize or the National Book Awards in order to experience these benefits. While these are prestigious, the likelihood of winning is not great. There are niche awards that can enhance your credibility and sales among your potential buyers and you should be able to find one in your category. Here is a sampling of the diversity in award competitions:

- The National Outdoor Book Awards (NOBA) is the outdoor world's largest and most prestigious book award program (<http://www.noba-web.org/policy.htm>)
- The Mom's Choice Awards® is an annual awards competition that recognizes authors, inventors, companies, parents and others for their efforts in creating quality family-friendly media products and services (www.momschoiceawards.com)
- The Eric Hoffer Book Award recognizes excellence in art, general fiction, commercial fiction, children, young adult, culture, business, reference, home, health/self-help/religion and legacy (www.HofferAward.com)

Premier Book Awards were established to recognize meritorious works by writers who self-published or had their books published by a small press or independent book publisher. POD books are eligible (<http://www.usabooknews.com/>)

- The 800-CEO-READ Business Book Awards recognize the best business books of each year (<http://800ceoread.com/bookawards/>)
- The National Indie Excellence Book Awards competition presents an opportunity for all independent, small press and self-publishers seeking more recognition within the publishing industry (<http://www.indieexcellence.com/>)

