



# 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 7, Issue 1, Number 68 January 2019

Here is your January 2019 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

We are planning to feature book-selling success stories in the 2019 APSS newsletter, *The Sales Informer*. If you have experienced any success selling to non-bookstore buyers, would you send me a brief summary of your success to publish in the newsletter? I headshot to accompany that would be great, too.

### APSS Review of 2018

2018 was a good year for APSS with many positive events. As a result, our membership increased by over 10%. Here are some of the highlights from this year that are exclusive to APSS members:

- Maintained APSS Chapters are in Baltimore, Canada, Charlotte, Colorado Springs, Connecticut, Maine, Nashville, New Jersey, Omaha, Philadelphia, Santa Clarita (CA), Santa Fe, Sarasota
- Book Selling University launched
- One-day workshops in Los Angeles, Philadelphia, Connecticut, Chicago, Palm Beach
- Constructed new APSS website
- Introduced Author Acceleration Program
- 12 monthly Sales Informer newsletters (total of 68 consecutive monthly issues)
- Began mastermind groups
- Discounts for all products purchased through Staples
- A discount on the Global Ebook Awards
- Open Mic every Thursday at Noon ET
- Displayed members' books at 16 niche exhibits through ABE and eight national/international shows through CBE
- Continued the APSS member sweepstakes
- Updated and maintained the directory of recommended suppliers
- Updated and maintained the associate membership program
- Added a Mentor Program with free calls with industry experts
- Included a source for publisher's liability insurance
- Held six board meetings with the existing Board members Guy Achtzehn, Sharon Castlen, Carol McManus, Rudy Shur and Karen Strauss
- Prepared the new APSS website for its launch in early 2019, which will include an updated list of recommended suppliers and speakers bureau

## APSS Tip for Finding Potential Non-Bookstore Buyers

**Defining a target market will not limit your business.** In fact, it expands it. Some publishers resist defining prospective buyers, thinking it might limit the business or reduce the number of potential customers. This is a misconception. Identifying target customers does not prevent your business from accepting customers that don't fit the target profile. If such a customer seeks your product or service, you will still be available.

## Amazing Pricing Strategies for Your Digital Product

By Wendy Dessler



Online businesses are becoming more and more popular, and in particular, e-commerce websites and online stores. Over the last few years, e-commerce sales around the world have virtually doubled and they are expected to continue to grow going forward. However, just because a business is online only doesn't mean it's going to be easy or more simple to get going. You still need to have capital, know how to start up a business (more on that here: <https://blog.waveapps.com/how-to-start-a-business-a-complete-playbook/>) and be able to be okay with the uncertainty that comes along with starting a company.

When you have an online company or e-commerce store, there are many things to think about. You need to be sure to market correctly, create a good product and ensure there is a market for it. However, one of the most important things to consider when creating, selling and marketing a digital product is pricing. Not only how much you are going to sell it for, but also which pricing strategy you are going to use. With that in mind, this article is going to look at a few great pricing strategies for your digital products and tips to ensure you are pricing correctly.

### Know the Market and Test

When you create a digital product, there is a good chance you will have some competition. As a result, you need to do some research on the industry to discover what similar products are priced at. Depending on the quality of your product vs. the competition, you can decide to price the same, undercut them a little or have a higher price.

Once you have decided on a price that works within the market average, you should be sure to test it early and often. Make sure people are receptive to the price and if not, see if they recommend you raise or lower it. The market should dictate your price, not your own thoughts and feelings about what you have to offer.

### Offer Tiered Pricing Choices

While there are many different ways you can price, one of the most effective is to use tiered options. Different people will have different needs out of your product, so you should offer a variety of pricing options. You should clearly describe what each tier includes and the cost. Of course, the higher the price, the more options and features you should offer. You should use visuals or graphs to differentiate between the different tiers.

If you only offer one price, you will exclude those looking for an introductory option and those looking for a high-end option. Having more pricing options will surely increase the amount of products you sell, and also allows you to quickly and easily upsell customers if their needs grow.

Also, be sure to offer trial periods, no matter which tiered option is used. Many consumers nowadays want to test a product or service before they buy, so be sure to include that. The trial period you offer can vary, but should be between a week and a month or so.

## Use Scarcity

Scarcity is a marketing trick that has been around forever and still holds value to this day. If people believe an offer is running out of stock or is running low, they are more likely to make a purchase. So if you make a note that a certain deal or option will only be available for a short period of time, you are likely to sell more.

Also, considering using other marketing/[psychological pricing methods](#). For example, products priced at \$9.99 are likely to sell better than those priced at \$10. This is because when people see the “9” at the front, they relate it more to \$9 than \$10, so it seems cheaper. These sorts of mind tricks are a foolproof way to get more sales.

In conclusion, we hope that this article has been able to help you come up with the best pricing strategy for your digital product.

## 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 is BSU-125: Tax Tips for Authors, by Carol Topp. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times.

## APSS Tip for Making Persuasive Sales Presentations



An effective approach to opening a sales presentation is that of capitalizing directly upon the emotions of the audience. Typically, the opener has no direct-selling value, but simply makes an emotional appeal to involve the audience. This approach can be used well with testimonials. An emotional quote from a well-known person in your field can add credibility to your message. Certain books lend themselves to emotional approaches, while others do not. Make sure your title and topic are conducive to this appeal or it will be looked upon as frivolous.

## APSS Tip for Negotiating Large-Quantity Orders



a nuisance.

**Chemistry is crucial.** Buying decisions are made on a rational and emotional basis. In addition to giving buyers facts, give them a good feeling about you. People buy from people they like and trust. When you do anything during the negotiation that diminishes your likeability you reduce your chances of success. It is more than being polite, it's about managing tension. Close the sale on terms equitable to both sides without seeming greedy, and be persistent without being

## APSS Membership Benefit

Are you taking advantage of all APSS has to offer?



Guy Achtzehn and his team can sell your book on a non-returnable, commission basis to buyers in corporations, associations, schools and government agencies, people who typically buy in large quantities. We do all the selling and negotiating for you and you get incremental revenue.

Get a personal sales force without the cost. Our national team of experienced salespeople call on buyers regularly and have the relationships in place that could take you years to nurture. Focus on what you do best -- writing or publishing books. Our strength is in selling them. Contact Guy@msgpromo.com

## **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 Top Ten List**

**Here are ten things to keep in mind when your prospect tries to get more concessions from you by saying something like, “What else can you do for me?”**

1. You may not be competing against other books for the sale, but against coffee mugs, apparel, hats, etc. It is difficult to make a benefit vs. benefit comparison. Offer compensating value.
2. Buyers may not choose the lowest-priced item, but the one that can make a difference to their company's business.
3. Give the buyers reasons to remove the decision from a price comparison, or even a product comparison, but as the most likely way to reach their campaign objectives.
4. If you have never dealt with this buyer before, give him or her a valid reason to choose you over a tested supplier.
5. Offer the experience of your printer or cover designer as a surrogate for your perceived lack of experience.
6. If it is a small company with no design department, offer to have your designer create literature, displays or shelf-talkers for them.
7. Give them a visible “win” that they can take to their bosses as the reason for choosing you.
8. Portray your book not as a commodity but as a purchase that can be strategic to their business. Describe it as something nobody in their industry has ever tried.
9. Offer the author (or yourself) as a credible source of applicable content who can add significant value as a company spokesperson.
10. Ask questions (“What went right/wrong with your last campaign? What is your definition of the perfect promotional program? What do your customer's want?”) and listen to the answers. Let them know that you are not just there to sell your book, but to create a long-term, mutually profitable business relationship.

## APSS Featured Supplier



1106 Design is an award-winning team offering book cover design and interior layout, manuscript editing, proofreading, front and back cover text, and more, with advice and hand-holding every step of the way. Our dedicated experts will make sure your book is as polished and professional as the titles released by major publishers, and our convenient project management will save you from the hassle (and risk) of choosing and managing multiple providers on your own. Contact Michele DeFilippo for a free, 30-minute, no-obligation consultation at [602-866-3226](tel:602-866-3226), [md@1106design.com](mailto:md@1106design.com); <http://www.1106design.com>; 610 East Bell Rd., #2-139 • Phoenix, AZ 85022-2383

## Common Accessorial Fees Explained

Leah Palnik, Partnership



Additional services required outside of the standard shipping and receiving procedures result in additional fees called “accessorial fees” to cover the extra costs incurred by the LTL carrier. These fees make up just one part of your freight costs, but can be a challenge to account for since they are often applied after the shipment has been delivered. We’ve compiled a list of common accessorial charges with a brief description of each, so you can learn how to plan for them and avoid them when possible.

- **Lift Gate Service**

When the shipping or receiving address does not have a loading dock, manual loading or unloading is necessary. A lift gate is a platform at the back of certain trucks that can raise and lower a shipment from the ground to the truck. Having this feature on trucks requires additional investment by an LTL carrier, hence the additional fee.

- **Inside Pick Up/Inside Delivery**

If the driver is required to go inside (beyond the front door or loading dock) to pick up or deliver your shipment, instead of remaining at the dock or truck, additional fees will be charged because of the additional driver time needed for this service.

- **Residential Service**

Carriers define a business zone as a location that opens and closes to the public at set times every day. If you are a business located in a residential zone (among personal homes or dwellings), or are shipping to or from a residence, the carrier may charge an additional residential fee due to complexity in navigating these non-business areas.

- **Collect On Delivery (COD)**

A shipment for which the transportation provider is responsible for collecting the sale price of the goods shipped before delivery. The additional administration required for this type of shipment necessitates an additional fee to cover the carrier's cost.

- **Oversized Freight**

Shipments containing articles greater than or equal to twelve feet in length. Since these shipments take up more floor space on the trailer, additional fees often apply.

- **Fuel Surcharge**

An extra charge imposed by the carriers due to the excessive costs for diesel gas. The charge is a percentage



that is normally based upon the Diesel Fuel Index by the U.S. Energy Information Administration.

- **Advance Notification**

This fee is charged when the carrier is required to notify the consignee before making a delivery.

- **Limited Access Pickup or Delivery**

This fee covers the additional costs required to make pickups or deliveries at locations with limited access such as schools, military bases, prisons, or government buildings.

- **Reweigh and Reclassification**

Since weight and freight class determine shipment base rates, carriers want to make sure the information on the BOL is accurate. If the carrier inspects a shipment and it does not match what was listed, they will charge this fee along with the difference.

Visit [PartnerShip.com/APSS](http://PartnerShip.com/APSS) for complete program information and to enroll in the free APSS Shipping Program. If you have any questions, please call PartnerShip at **800-599-2902**, or email [sales@PartnerShip.com](mailto:sales@PartnerShip.com).

## Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



**Know your Best Alternative to a Negotiated Agreement (BATNA).** Invariably, there will be times when you will feel a deal approaching a disappointing conclusion. You may have tried every tactic you know to improve the pending agreement. But eventually you come to the decision point. Do you accept or decline the offer?

Another negotiating concept helps you answer the deal/no deal question. If the offer on the table does not meet the criteria you have set for yourself, it may be best to move on to the next prospect. Knowing that you have a potential “next deal” makes that decision much easier. That can relieve the pressure you may feel to take a large, but potentially unprofitable offer.

How do you know your alternatives? Before you sit down with your prospects, create a list of potential prospects that could purchase your book in large quantities. The reason you create that list is to provide a back-up plan when any negotiation goes sour. This is called your Best Alternative to a Negotiated Agreement (BATNA)

Invoke your BATNA at the point beyond which it is not profitable for you to accept an order. If prospects say they will place an order for 10,000 customized books at 75% off, with a nearby delivery date, it is tempting to accept the check even though you know the deal may not be profitable for you. But if you know there is another prospect on your list that could purchase the same books with more favorable terms, you will pass on the unprofitable deal.

How do you know when you have reached the point that will trigger taking your BATNA? Not being able to fulfill the terms of your initial objectives is one indicator. Or, you may just get a feeling that something is not right. Your intuition may be telling you that a particular deal could be difficult for you to fulfill and still make money. Having a BATNA benefits you in several ways:

- **It keeps you focused on your best interests.** Inexperienced negotiators become preoccupied with tactics, trying to improve the potential deal while neglecting their own objectives and BATNA. The real negotiation dance is “profitable conclusion and BATNA” not one or the other in isolation. It is more likely that the end result will conclude on favorable terms.

- **It gives you confidence to decline an offer.** If you know you have an alternative in your back pocket you can smile when they think they have you in a corner. You know that if this does not work, you have other potential customers that may be willing to meet your terms.
- **It improves your negotiating position.** The better your BATNA appears the more credible is your threat to walk away. Never reveal your BATNA, but let people know where you stand by accepting or declining terms that do or do not meet your criteria. When the other party recognizes that you are not going to cave in to their demands they may be more willing to discuss options.
- **It sets the threshold that an acceptable agreement must exceed.** Once you decline an offer, you have drawn your line of demarcation beyond which you will not cross.
- **It defines a zone of possible agreement.** As you participate in the negotiation process, both parties begin to understand each other's upper and lower limits. The zone is established by each party's objectives on the upper level and each party's BATNA at the other extreme. Now you can both work within that framework.

However, do not be too quick to invoke it. If you sense you are sliding away from a mutually profitable solution, look first for ways to check the spiral. Retain your composure and search for solutions. Your prospects may be testing you to see how far they can go before you balk. Attempting to back out when there is still hope for a negotiated solution can cause irreparable loss of negotiating position.

Always be aware of your BATNA, but do not be too quick to invoke it. If you sense you are sliding away from a mutually profitable solution, look first for ways to check the slide, regain your composure and search for solutions. Your prospects may be testing you to see how far they can go before you balk. Backing out when there is still hope for a negotiated solution can cause irreparable harm.

For example, the requested additional price discounts may not be the answer. If you give in it may give the impression you are willing to cave on others. If nothing else, it may also destroy your margins to the point where you are losing money. Instead, apply assertive pacifism. Do not fight but do not let the prospect take advantage of you. Use your skills to control the direction of the discussion and move on to non-price, soft issues if everyone else is talking about your high price.

Be prepared with a variety of alternatives for each issue that might arise. The more variables you have the more options you have to work with and the more likely to close the deal. You can avoid "take it or leave it" situations and keep the discussion going as long as it is leading to a possible solution and not closer to deadlock.

Assume price is one area in which you will probably be at odds. Use the tactics described earlier to take the focus off price and place it on cost or non-price issues. Focus on variables where the customer's interests and yours have more in common. Find and agree upon the best package of product, terms and service that most increases the value for your prospect without sacrificing your needs.

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

# How to Find More Buyers for Your Books

By Brian Jud



When I ask authors to describe their target readers the most frequent response is “everybody who likes (their topic).” It is difficult, time consuming and expensive to market to *everybody*. Defining your primary target readers and buyers is a basic, required task for selling books. But if you limit your marketing to those people you are significantly limiting your sales and revenue.

For example, suppose you have a book to help divorced parents deal with their children’s trauma of being bounced back and forth between mother and father. Divorced parents would comprise the expected target segment, and most authors would stop there. However, the actual market is much larger – without being labeled as “everybody.”

Enlarge your sales opportunity by seeking buyers among people and groups that help divorced people cope with their split-up and its impact on their children. These could be divorce counselors, divorce attorneys, divorce mediators, marriage clinics and retreats, marriage counselors, American Counseling Association, [Parents Without Partners](#), [The Fathers' Rights Association of New York State, Inc.](#), the store on the website for [Focus on the Family](#), and ministries such as [The Center for Divorce Education](#). You might also sell books where divorce rates are particularly high such as on military bases. There is also niche media to consider, such [Marriage Builders Radio](#).

The lesson here is to look for sales in places you may never have considered before. Below is an example of how I expanded the opportunity for my book, *Job Search 101*, which helped people use marketing techniques to find employment. Find new sales opportunities by asking yourself - and answering – these questions.

**Who could use the information in your books?** The answer to this question defines the obvious segments for anyone seeking employment for the first time, for a career change or to find new employment after being laid off. Describe your primary buyers in terms of age, education, gender. Then think about what (the form in which your content is delivered), when and where they buy (retail stores, online)

**Where do they look for that information?** The initial answer would probably lead you to selling through bookstores. But unemployed people do not want to spend money if they can get the information free. So, instead of waiting for job seekers to go to bookstores, I went to them by making personal presentations at colleges and high schools, and presentations to groups of unemployed people at libraries, churches, state employment departments, employment agencies, outplacement firms and networking groups. In many cases I had meeting planners buy books for everyone in the audience in advance of my presentations.

**Who *else* could use the information in your books?** Finding new segments in which to sell existing titles may be the most efficient way to increase your sales and revenue. I found more prospects in new niches comprised of high-school and college students, people who are over 50 years old, women and blue-collar workers.

**Who could use your content in generally over-looked segments?** Prisoners must be trained to find jobs before they are released. The same concept applies to military personnel before they are discharged. People in both segments need job-search information, perhaps explained in a different way. This opens the door to an opportunity for niche-specific content.

**Where do *they* look for that information?** Prisoners go to their prison library or search online for career information. Military exchanges sell books for people in the armed services who are about to re-enter civilian life, and for their spouses who change jobs as they move with the transferred service person.

**Who could act as a decision *influencer* on people who could use your content?** Instead of marketing directly



to prospective customers, market to the people who can influence them. This could open the door to selling job-search content to career development officers at colleges, to guidance counselors in high schools or to the parents of graduating seniors, which I did through direct-mail campaigns.

**Do people use the information in any unusual ways?** One state government loved *Job Search 101* but would not place an order. They conducted regular workshops and perfect-bound workbooks do not lay flat. I had the binding replaced with a spiral binding, and the government office placed a standing order for 8,000 books a quarter. I volunteered to conduct the workshops for additional income, and I took that spiral-bound book to other states.

**What is the biggest hassle of purchasing your content?** Some people do not want to be seen in a bookstore buying a job-search book. Heavy and oversize books do not sell well in airport stores because people do not want the aggravation of carrying them through the airport and on the planes. If your content can be delivered in a more portable form it may be purchased in larger quantities. This might lead you to downloading your podcasts or publishing an audio version of your book.

**Who spends money to adapt your content to their specific needs?** Informal research disclosed an absence of career information available for the Hispanic market. I found that Latinos were spending time and money translating into Spanish job-search information written in English. Hence, I had my content translated into Spanish as *Elementos basicos para buscar trabajo*.

**What knowledge about your content could lead to a new product form?** I found it difficult to adequately portray in writing the interview skills of body language, gestures, eye communication and facial expression. That lead to demonstrating those skills in a video.

**What information about your customers could lead to a new product form?** Research among college students uncovered the need for job-search information in an easier-to-use, less expensive format. Using existing content, I created series of booklets, each devoted to one traditional job-search tactic such as writing a resume or interviewing. With a little re-writing, I easily adapted the booklets to meet the needs of other markets, including state unemployment offices.

**How could this information lead to a by-product that could be the key to entering another business?** The titles *Job Search 101* and *Help Wanted: Inquire Within* describe many of the basic techniques for finding employment. Together, they explain where to find the names of prospective employers, how to contact them and how to interview effectively. Fortunately, these are the same steps required by authors to secure and conduct performances on television and radio shows. Even the interview skills of correct posture, eye communication, gesturing and voice control are similar.

This observation bore an entirely new product line, using as its foundation the fundamentals of job-search communication. I repurposed this versatile content was and presented it to a new market as the video program, *You're on The Air*. This media-training product helped authors get on and perform on television and radio shows. Its two companion guides, *Perpetual Promotion* and *It's Show Time* extended this product offering.

**Who uses your content in ways you never expected or intended?** Who else could use media-training information in *You're on The Air*? An association of civil engineers thought its members could enhance their practices if they could get on the air as local industry experts. I convinced other associations to do the same.

**How could the delivery of your content change if it were tailored for every customer?** The fact that I was the author of a large product line positioned me as an expert in the field, enabling me to perform one-on-one consulting services. In this case my books served as an expensive brochure rather than as stand-alone products.

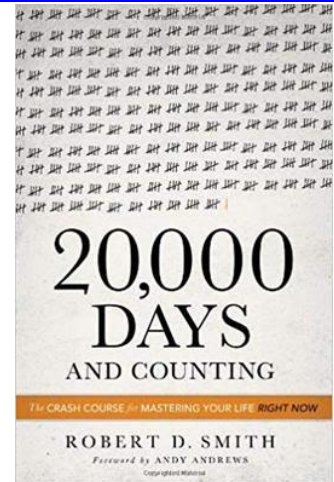
Be creative in your definitions of potential buyers. Finding new prospects for your books is the lifeline to more

long-term unit sales, revenue and profits. Like electricity, it gives energy and power to the publisher, author and title. It brings good books to life.

*Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. His 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*

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

*20,000 Days and Counting: The Crash Course for Mastering Your Life Right Now*, by Robert D. Smith. The message of *20,000 Days* is that we don't know how long we will live but we do know how long we have lived. We should celebrate milestones such as 20,000 days. Importantly, however we can't just celebrate what has been, we need to rush to achievement. We need to complete our work every day. After we are gone, all that will be left is our legacy. At its smallest, our legacy will be memories in the minds of those few people in the world who knew us. At its greatest our legacy can be on-going institutions, concepts we have developed, and unmeasurable impact we have had on others. Our legacy can be a model for others as they work through their lives.



## **What's the Big Idea?**

Sell Through Bookstores AND to Non-Bookstore Buyers (Not one or the other)

You have two possible avenues in which to sell your books: retail (including bookstores) and non-retail outlets. It is not necessary to choose only one of the two options, because some combination of them will most likely optimize your profitability. This is the concept of dual distribution. APSS ([www.bookapss.org](http://www.bookapss.org)) can show you how to combine these two strategies to maximize your sales, revenue and profits. It's a zip.



## APSS Pro-File



### **Vice President: Hope Brooks (momadamsnj@aol.com)**

Hope Brooks was raised in Brooklyn, New York, and earned both her Bachelor of Science and Master's degrees in Elementary Education. Upon graduation, she dedicated thirty-eight years of her professional life to teaching children of all levels of ability, including gifted children and children with special needs, in both New York and New Jersey. Hope's memoir, *A Mother's Survival: Finding Balance Through the Storms*, is her candid account of struggle and success that she hopes will help others emerge from personal despair.

After retirement, Hope sat at her computer one day, and began writing the story of her life's journey, which had lived within her for years. From a childhood marked by sexual abuse, Hope became empowered to rise above the fallout of lost innocence, marriage to a man with mental illness, and the consequences of bitter divorce on both her children and stepchildren. While dealing with her personal life, she also faced unrelenting crises as a classroom teacher in the City of New York.

If you have been a victim of sexual abuse, are a single mother, are divorced or considering divorce with children, have a family member with mental illness or are a teacher, you should read Hope's book. In her last chapter, she comes to understand the meaning of life and gives the message to the world that no matter what comes our way, we must never give up.

## **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 is somewhat humorous. What is a 'light' way to open a presentation? Arlene Carrier**

One way is to open your presentation with a gimmick. It is not always necessary to take the sane, sound, common-sense approach to snagging attention. Do not start off by telling a joke, but there are times when a light opening is appropriate. This can be effective when your title has few important competitive advantages. One example is to offer a challenge (*Can You Pass This Test?*). Your gimmick might reveal the unexpected. For example, most opening statements urge some form of positive, immediate action. Therefore, an opening advising the audience not to buy something is an effective statement (*Do not buy any book until you have heard all these facts*).

Use a prop as a gimmick, even a copy of your book with your prospects' logo emblazoned on the cover. While a gimmicky approach can work, it is generally better to use a logical, believable opener with a corporate audience. However, in this situation use a "gimmicky analogy" to get attention quickly and focus attention on your major point. If you want to make a point about a large number, use exaggeration to make your point. For instance, say a trillion is only three zeros larger than a billion, but then put it in a different context by saying, "If you had a trillion dollars in 0AD and you spend one million dollars every day you have spent a billion dollars by year 3 AD. And by year 2020 you would still have 736 years to go."