



THE SALES INFORMER

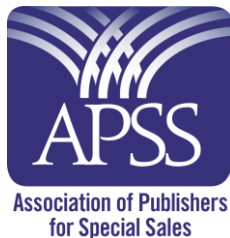
Association of Publishers for Special Sales

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

Volume 7, Issue 3, Number 70 March 2019

Here is your March 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



APSS Members Get a Discount on Staples Purchases

Staples will provide you with your own Staples Business Advantage account. You can get discounts on your in-store and online purchases plus special discounts on other services. APSS has paid the registration fee for all members to join – there is no charge to you

You will have a Staples Business Advantage account in your name. You pay directly to them. You receive free shipping for online purchases. You have a Staples customer representative assigned to you to answer your questions and help with your purchases

In addition, you get discounts on other services such as:

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- Free procurement service for hard to find items
- 6% off business catering
- 5% off fresh fruit delivery

Get more details at www.bookapss.org/StaplesBusinessAdvantage.pdf and register at <http://tinyurl.com/lfm98fl> No code is required

APSS Tip for Finding Potential Non-Bookstore Buyers

PAR for the Book-Marketing Course. Once you have defined your target readers, try to understand the benefits your buyers will receive by using a PAR analysis. This is a brief description of the **P**roblems relevant to your target readers, the **A**ctions you recommend they take to rectify their situations and the **R**esults they can expect if they follow your recommendations. For each major problem (issue, situation or circumstance), describe how your content will show them how to take some action to resolve it. Then explain the results the reader can expect after taking that action. The analysis looks like this:

Problem	Action	Results
1)		
2)		
3)		
4)		

The key is the *Results* column. This is the benefit your target audience gets from reading your book. Rank these in order of importance to the reader, then communicate them in your publicity, advertising, sales promotion, personal selling, on your website and on your book's rear cover. For example, let's assume you are selling a book about how to get a job. Here is how the PAR analysis might unfold.

Use your PAR analysis to develop a one-sentence elevator speech.

It is important to quickly and briefly tell potential buyers how they will benefit after buying your book. There is a formula for writing such a statement in one sentence that will describe the results target readers can expect to receive:

I help ----- (your target audience)

Who want ----- (problem they want to solve)

Get _____ (results they want)

Keep this statement in mind as you contact prospective buyers, particularly on the telephone. Say it when people ask you what your book is about. Recite it on the air when the host asks you to briefly describe your book.

Hybrid, Self or Traditional Publishing?

By Janice Hermsen



Why would “A book Industry Power Couple” whose work history includes publishers like Random House and Penguin decide to self-publish? In 2011, that's exactly what Lia Wood, a veteran in the book publishing Industry decided to do at the urging of book buyers and other industry professionals according to a July 6, 2012 article by Calvin Reid in *Publishers Weekly Select* “A Book Industry Couple Tries Self-Publishing”.

Whether an author wants to self-publish or seek a traditional course, they must choose the right publisher. Technology and the internet have changed publishing models. At the same time, the goals of authors have remained the same: they want to publish. The question is how do they publish and with whom?

You might be surprised to learn that according to historycooperative.org in their September, 2016 “History of the e-book”, it was 1971 when the first e-book was downloaded to the internet. Though few people were using the internet at that time, “six people did download the book”. What was it? A retyped copy of the Declaration of Independence and the beginning of an opportunity for self-publishing.

By 1993, Bibliobytes launched a website providing a platform to sell e-books on the internet followed in 1999 by one of the major Bix Six publishers, Simon and Schuster to launch the first e-book and print book simultaneously. The imprint was ibooks. Sound familiar? It wasn't until 2007 that e-readers emerged.

As readers were being given more ways to read books, authors who might have been prevented from a publishing deal began to take advantage of the ability to publish in the more affordable e-book format.

In July 2014, Booklife by Publisher's Weekly, provided a chart that clearly showed self-publishing dominating with 54% of books represented from indie published, 17% small or medium-sized publishers and only 28% from major publishers like Simon & Schuster and Penguin Random House.

Author Jane Friedman talks about hybrid publishing in her 2016 article What Is A Hybrid Publisher and explains how it can be confusing. She settles on what she believes most people will agree: Hybrid publishing is a combination of aspects from both self-publishing and traditional publishing.

For authors, this is good news since they now have expanded opportunities for publishing and an alternative to the often difficult to reach traditional publishing.

Jon Clinch a traditionally published author tested the Hybrid publishing model in 2013. His April, 2013 article Stress Testing a Hybrid Publishing Model in Publisher's Weekly emphasized the challenges facing authors today. Despite his ability to obtain a traditional publishing contract, he chose to self-publish and shared some of the lessons he learned. He cites his willingness to continue to self-publish partially due to the independence he gained.

From the time of the first e-readers to today, authors are provided more opportunities than ever to publish their work.

And with publishing models like the hybrid model, authors are experimenting with the many different models available.

If you're an author, will you be part of the over 70% of people who have already indie-published their work?

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-163: How to Get and Use Book Reviews, by Victoria Sutherland and Michelle Schingler. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

APSS Tip for Making Persuasive Sales Presentations



There are several types of opening statements that will frame the objective, intrigue your audience and build anticipation for your presentation. Practice creating openers to draw your audience into your presentation and act on your recommendation. Here are two examples:

1) News. This is a common method of starting a sales presentation, featuring your pitch in the same manner as if it were a noteworthy item of timely interest. Simply select the outstanding benefit of your book (from the perspective of the audience) and present it clearly and quickly.

Relate your presentation to something that happened recently. Begin with something like, "I read about your company's recent success in the Wall Street Journal. Congratulations." Or "I love your new commercials." Most authors start by talking about their book. Instead, talk about your prospect.

2) Primary Benefit. This is a simple statement of the most important benefit you offer. Make your message clear and compelling by beginning with positive words. Make a clear statement of their objectives, criteria or problem and your proposed resolution. Let them know you are there to do business and not to waste their time.

Promise a reward. Let them know in the first 30 seconds that if they continue listening they will be rewarded. Your promise should be specific: "Here's what I can do for you." Then provide evidence that your claim is valid.

APSS Tip for Negotiating Large-Quantity Orders



Here is an example of the difference between selling and getting the person to buy:

Example of “Selling”

Hi Mr. Prospect. Let me tell you about my book; It has 400 pages and took me five years to write it. My book has a sturdy hardcover binding that will last forever. Yet it is a convenient 5 ½” x 8 ½” size to fit nicely into a briefcase or purse. It’s won two awards and look at these reviews – five pages of them. And best of all it is only \$14.95, but if you buy 10,000 today I’ll sell it to you for 50% off. That’s only \$7.48 per book. How many would you like to buy?

Example of “Getting Person to Buy”

You: Hi Ms. Prospect. I have an idea that has helped many companies similar to yours increase their sales and market share. May I ask you a few questions to see if I may be able to help you, too?

Ms. Prospect: Sure. Go ahead.

You: First, have you ever used books before as a promotional item?

Ms. Prospect: No, we never have.

You: What have you used?

Ms. Prospect: Generally coffee mugs.

You: How do you use them?

Ms. Prospect: Typically at trade shows as a giveaway to stimulate booth traffic.

You: Why use coffee mugs for that?

Ms. Prospect: They are durable, priced in our budget and our logo is prominently displayed. Plus, there are no shipping charges, except for shipping to the shows, of course. And we also have to pay to have them stored between shows.

You: Don’t many other exhibitors give away coffee mugs, too?

Ms. Prospect: Yes, but we haven’t come up with a more unique, customizable promotional product at that price.

You: How many mugs do you buy annually?

Ms. Prospect: Probably about 5000.

What do you now know? Your prospect is not aware of the benefits of using books as promotional items. You know their budget (5000 coffee mugs at about \$X.00 each) and how they use promotional products. You also know some benefits you can describe for using your book: describe how your book makes a distinctive giveaway to attract people to their display, their logo may be displayed prominently, your book is a more durable product than a coffee mug (won’t crack when attendees pack it to take home after the trade show); and attendees who visit your prospect’s booth on the second or third day of the show already have one or more mugs to take home and don’t want another one. And your ebook has no shipping or warehousing costs and is much less expensive than a coffee mug.

This process utilizes all the information you have garnered up to this point. You know about the individuals seated across the table, and about their company and business. You are familiar with your competitive advantages. You know your costs at different quantities and possible delivery times. Armed with this information you can accurately answer questions, precisely counter irrational claims and confidently maneuver the conversation to its appropriate conclusion.

APSS Membership Benefit

Are you taking advantage of all APSS has to offer?

Have you ever wanted to display your books before thousands of people at BEA, ALA or Frankfurt, but didn't want to spend thousands of dollars to do it? We have reached an agreement with The Combined Book Exhibit® (CBE) to display APSS members' books at major state, regional, national and international shows for one low flat fee per show.

CBE displays your book(s) with those of other authors and publishers at shows with heavy traffic. CBE also creates a catalog for each show it attends, and keeps a comprehensive database on its website with your contact information for an entire year.

See how much money you can save by having CBE exhibit at major shows by visiting <http://tinyurl.com/y7bpzgld> Register with your APSS membership number (insert it at APSS ORDER NUMBER). If you don't have your membership number contact Kaye@bookapss.org

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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

A premium is an item given away to attract, retain or reward customers. It may also be provided as an incentive to purchase a particular product. Can companies use your book as a premium? Yes, and you can earn substantial revenue that way. Can you use your book as a premium for your own business? Yes. When your book is a “freemium” it can generate a valuable source of revenue for your other services, such as speaking or consulting. Here are the **Top Ten Factors to Consider When Using Your Book as a Freemium.**

1. Your book has to have value in itself to recipients, meaning its content should be useful to them
2. The form should portray value – a high-priced hardcover book will have greater perceived value than a low-priced ebook
3. If your competitors are also using their books as freemiums, the full weight of differentiation falls on your content and packaging to create an expectation of greater value

4. The benefit you receive for giving your book away should exceed its cost.
5. Use a freemium to enter a new market in which you do not have a recognized position.
6. Use your freemium to generate recurring revenue, perhaps through a consulting contract
7. Allow others to give your book away if they reach the target market in which you are interested.
8. For maximum value, your freemium should attract new users rather than reward existing clients or customers
9. Give it away freely without the expectation of a quid pro quo
10. Use your book as a freemium to attract business (before the sale) or as a “thank you” after the sale.

APSS Featured Supplier



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:

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Maintain Your Health and Sanity

By Jeff Davidson



In pursuit of holding doing an excellent job, writers sometimes short change their health and then find, too late, that the road back is incredibly challenging. Why not offer excellence and maintain your health? Here are twelve small changes you can put in to practice now to maintain and/or improve your health:

1. Sleep 8 hours per night.

2. Plan vacations for the next three years. A study at the State University of New York found that men who vacation every year reduce their risk of dying from cardiovascular disease. So start dreaming about where you'd like to go – and in the meantime, take time off now and then to do cool things with your kids.

3. Clean your desk. Too much paper and clutter can contribute to stress. If you keep your desk organized, it will be easier to focus on the task at hand and avoid feeling overwhelmed. With the hectic lives most of us lead today, even a little bit of de-stressing can make a big difference.

4. Turn off the TV. Studies show that men who watch less than two hours of TV per day have, on average, lower blood pressure and a lower BMI than those who watch more than two hours daily. Sure, watch the Panthers play in the Super Bowl or enjoy your favorite weekly sitcom, but watching less TV leaves you time for other things – like working out, exploring new hobbies, or teaching your kids how to play football.

5. Discover which medical problems run in your family, and assess your own risk. If you know that illnesses such as diabetes, high blood pressure, or heart attacks have killed family members, get tested to be safe or help

prevent greater problems. Genetic tendencies are simply tendencies. Often, the right diet and lifestyle can prevent medical problems that caused early deaths for your relatives.

6. Take your kids on a bike ride. This offers positive health benefits for you and encourages fun and healthy exercise for your children. It also allows you to have some non-stressful time to just enjoy being with your family.

7. Dry brush your teeth. It has been demonstrated to reduce tartar, which can lead to plaque, by at least 50%. Make sure you have a soft brush, and brush gently, scrubbing both the top and bottom of your teeth. Don't forget the backsides! This will help considerably reduce the risk of bleeding gums.

8. Check your contact lenses. A diet full of fat, protein, and alcohol weakens your tears' ability to block cholesterol from sticking to your contacts. Get a cholesterol screening if you experience cloudy deposits on your contact lenses to determine if you are at risk for serious problems, like clogged arteries.

9. Exercise while you sit. Sit up straight with your spine away from the back of the chair. Use your abdominal muscles to keep your back in alignment. Flex and release various muscle groups, like your arms, thighs, and calves.

10. Volunteer. Studies have shown that men who do volunteer work at least once a week experience far less tension than those who don't.

11. Visualize a pleasant scene from your past, such as a meadow, a brook, and magnificent tree.

12. If you can get out of a restaurant without having dessert, you're ahead for several reasons. First, it costs you less. Second, the portions will tend to be larger than you might otherwise serve yourself. And third, you really have no control over the amount of sugars and fats that comprise your dessert. You may not much have control at home or elsewhere either, but you have absolutely no control in the restaurant, in most cases. Unless, of course, you ask for a no-sugar or non-fat dessert.

Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. As a thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Is There a Better Way to Run Your Business? Your business model is the result of the decisions you have made to generate sales, earn revenue and manage risks. The business model of choice for most authors and publishers is to sell books through book retailers (bricks and clicks) and perhaps to libraries. This choice is usually made because "it's the way we've always done business," rather than a calculated decision, based business, competitive and market analysis.

However, according to BookScan, 93% of all new books do not sell more than 100 copies. Perhaps thinking about different ways of selling your books might be necessary, or at least considered.

You do not have to make enormous changes to your current model to exploit opportunities. All you may need is little exploration into optional ways to reach your objectives. For example, in addition to selling books through book retailers and to libraries, why not investigate other ways to generate sales? Items on your list might include corporations, associations, schools and even the military. There are also retail stores other than bookstores through which you could sell your books. These include gift shops, airport stores, supermarkets, discount stores and warehouse clubs.

Think about other ways in which you could implement your marketing plan. Then reflect on how you could apply your existing strengths and resources to them and become more profitable. Amazon.com provides a good example of how revising and updating a business model can place a company in a better position to exploit opportunities and maximize long-term sales, revenue and profits.¹

Jeff Bezos founded Amazon.com in 1994 with the goal of using the Internet to revolutionize the way in which books were sold. Development during the early years required vast amounts of cash, so the company persuaded distributors and publishers to carry slow-moving inventory. However, these partners could not keep up with Amazon's meteoric growth and quick-shipment promise. In 1997 the company reversed course and began to build its own warehouses.

As time went on, Bezos recognized that his early model would not sustain the growth he desired. He also understood the need to diversify and spread the risk. Around 1998 Amazon expanded from books into music, video and games. These were logical modifications of Amazon's business model since they utilized the same logistics capabilities that books did.

Not all business-model adaptations are successful. Around 2001, Amazon built upon its earlier diversification and hosted the websites of, and performed fulfillment for, Toys "R" Us, Borders and Target. As history has shown, this was not destined to be a profitable strategy.

Editor's note: See "What's the Big Idea" in this newsletter for related information

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 Strategic Creativity Can Increase Your Sales

By Brian Jud



Book publishers exhibit a unique balance of strategic thinking and creativity – to a point. They sporadically apply innovation to all the tasks that must be done to get a book published (editing, internal layout, cover design and pricing). But this dance with originality usually ends with delivery of the first printing. Authors – working with their publishers -- are more likely to reach large-scale success by applying strategy and creativity to the post-production tasks of distribution and promotion of their books.

The typical distribution actions are to get the book lodged on Amazon.com and arrange distribution through bookstores and to libraries. Promotion is usually limited to social media, social networking and reviews. Nothing accomplished to this point has served to differentiate the product from the other 1,000,000-plus books published last year. The result? Poor sales.

Conventional thinking leads to conventional results, but at least doing *something* is better than waiting for inspiration to reveal itself, right? Not necessarily. There are at least four ways you can stimulate unconventional ways of thinking and grow sales to significant levels through challenge, connection, constraint and context.

Challenge. Look back to the video-rental industry ruled by Blockbuster in the early 2000s. It basically used a public-library model, and it was the only game in town. Netflix challenged the given assumptions, became the industry leader and put Blockbuster out of business.

Similarly, the book-publishing industry has conventional standards. One of the assumptions undergirding the

publishing industry's norms is to only sell books through bookstores – both bricks and clicks.

Fortunately, you do not have to trash the status quo to succeed, just build upon it. How? Consider the concept of dual distribution to disrupt the status quo. Continue to sell through bookstores but add non-bookstore venues to your mix. You could sell to non-bookstore retailers (airport stores, supermarkets, gift shops, etc.) perhaps even using your current distribution partner. Then venture into the non-retail sector in which you can sell books in large, non-returnable quantities to buyers in corporations, associations, schools and the military. Stretch your ways of thinking to new heights to challenge your comfort zone.

Connection. Creativity can be enhanced by “just connecting things,” as Steve Jobs said. Link existing products or concepts that seem to be independent of one another to create something new. Look at what Apple and Nike did to introduce the Nike+ iPod Sport Kit which enabled Nike shoes to communicate with an iPod for tracking steps.

Look at groups with diverse expertise and brainstorm a new combination. For instance, why not have professional speakers sell your book (if it fits their topic) for a percentage of sales? Or coordinate with providers of complementary products to sell each other's products. If you have a book about Christmas, contact a glassware provider to bundle your book with a plate for Santa's cookies or a glass for his milk.

Constraint. Mary Shelly wrote *Frankenstein* when she was trapped indoors during an unusually cold and stormy season with nothing to do but exercise her imagination. Just as this constriction turned a limitation into an opportunity, you can turn an apparent weakness into a strength.

One way to unleash creativity is to ask how you might benefit from self-imposed restrictions. The Audi racing team believed that their cars could not go faster than competitors' cars. So, Audi developed a diesel-powered car which required fewer fuel stops than gasoline-powered cars and they won the Le Mans three years in a row.

Likewise, you may be laboring under the self-imposed constraint that you are not a “salesperson,” so corporate sales are beyond your reach. Turn this into an opportunity by arranging for a non-competing author-salesperson to sell your book to non-retail buyers for a percentage of the sale. Seek APSS members to do the same or contact Guy Achtzehn (guy@msgpromo.com) to sell your book for you. As a disclaimer, Guy is my business partner.

Context. If you investigate how a problem like yours was solved in an entirely different context, surprising insights may reveal themselves. Johannes Gutenberg did this in 1450 when he combined the coin punch and wine press to invent his historic printing press.

You can do this in step-by-step fashion. Start by making the easy leap from selling through bookstores to selling through airport bookstores. Then remove your book from competing with other books on the bookstore shelves by selling through non-book retailers on the airport concourses. The Louisville International Airport (<https://www.ifly.com/louisville-international-airport/shops-stores>) has a Churchill Downs Store (for your equestrian-related book), and the Louisville Slugger store (for your baseball-related content), or Brighton, a nationally known women's boutique that sells handbags, small leather goods, watches, perfume, jewelry and accessories as well as your book related to these topics. Fiction can outsell nonfiction in many of these outlets.

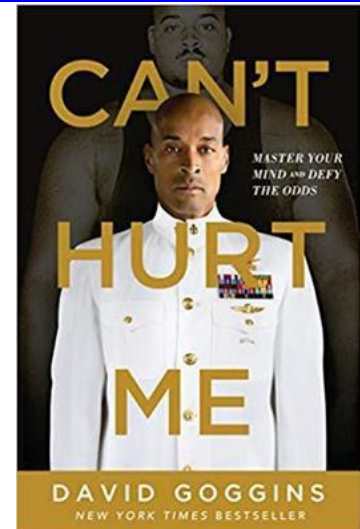
Take this one step further by thinking about other modes of transportation with waiting areas much smaller than those at airports. These could be bus and train stations. What if you sold your books (with complementary titles) through vending machines there?

At its core, strategy is still about finding ways to create and claim value through differentiation. Creativity can help identify innovative breaks from convention. You can significantly expand your book-selling opportunities by combining these two seemingly divergent ways of thinking. Information about where the edges of the market are today can signal where the mainstream will be tomorrow.

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 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

Can't Hurt Me: Master Your Mind and Defy the Odds by David Goggins. For David Goggins, childhood was a nightmare - poverty, prejudice, and physical abuse colored his days and haunted his nights. But through self-discipline, mental toughness, and hard work, Goggins transformed himself from a depressed, overweight young man with no future into a U.S. Armed Forces icon and one of the world's top endurance athletes. The only man in history to complete elite training as a Navy SEAL, Army Ranger, and Air Force Tactical Air Controller, he went on to set records in numerous endurance events, inspiring *Outside* magazine to name him The Fittest (Real) Man in America.



What's the Big Idea?

The next time you feel like giving up, look at this picture. Big ventures take time to grow. Success doesn't happen overnight. Keep at it until you make it work.



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)

“I can find the names of potential buyers, but where can I find their contact information?” Susan Fyler

When it comes to selling, finding a buyer’s name is not difficult. The hard part is getting in touch with that person. However, it is easier than you think. Here is a tool you can use to locate the best email contact information for a prospective buyer.

Hunter (formerly known as Email Hunter): Hunter (<https://hunter.io/>) is a Chrome extension that uses the email naming convention of a company to guess the proper email address. For example, if your name is Joe Smith and your company uses the email template of jsmith@company.com, it is easy to guess another employees email... if you know their name; it’s clearly the first letter of the first name followed by last name at company.com. So, if you are on Brian Jud’s LinkedIn page, Hunter would come up with the guess b_jud@bookapss.org. You have to create a free account to get the complete address. Hunter will only find work-related emails and you are allowed 150 uses per month for free. The search is based off the most recent employer on that persons LinkedIn page, so if the individual no longer works for that company, this will be a dead email.