



THE SALES INFORMER

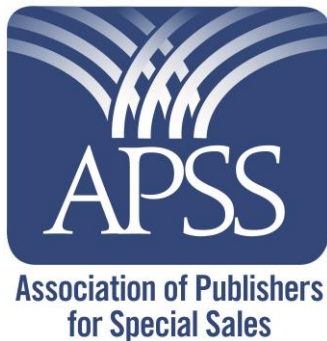
Association of Publishers for Special Sales

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

Volume 7, Issue 10, Number 77 October 2019

Here is your October 2019 issue of *The Sales Informer* e-zine. 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



Is your book for teachers of English? Display it with the APSS member discount

Have you ever wanted to display your books before thousands of literacy educators from across the country, but didn't want to spend thousands of dollars to do it? APSS has an agreement with The Combined Book Exhibit® (CBE) to display APSS members' books at the National Council Teachers of English annual conference. The conference will be held in Baltimore, MD, November 21-24, 2019.

National Council Teachers of English - Deadline: November 06, 2019

Each November thousands of literacy educators from across the country make the journey to a Convention that inspires their practice and rejuvenates their profession. They leave with strong strategies and best practices for teaching literacy, language, and composition. They learn new ideas for delivering instruction that engages students and addresses the most pressing needs within the school and district. Join us to find new teaching allies, make new connections with luminaries and authors, and enough new books to fill entire shelves in classroom libraries.

NCTE deadline is November 6 to display your books with the APSS discount -- **just \$140**

- Attendees can order your books on the spot.
- All books are displayed face out, visible to all attendees
- You can also provide your own order forms/ promotional materials
- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

Register for NCTE (and many other shows) at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

To Your Success,
Brian Jud
Executive Director, APSS

APSS Tip for Finding Potential Non-Bookstore Buyers

Investigate trends to learn more about your audience's psychographics, which includes attitudes, lifestyles, values and interests or hobbies. Understanding how a target audience thinks can help a business further target products and ways of marketing. Trade magazines and industry and consumer tracking publications often provide statistics and customer descriptions that are helpful in further defining a target audience. Businesses like Pew Internet and Arbitron publish free information.

The Truth about Self-Publishing Your First Book

Susan Gilbert

I hear it all the time. If only I could complete my book and get it published this year. I understand the frustration. New publishers may feel like they have to measure up with those who have been selling for a long time. But that's only the case for traditional publishing methods — self publishing is much more possible in today's online world.

If you have tried the traditional method you've already discovered that publishers don't sell books. They don't market your book. They don't help you monetize your book. You are on your own.

In fact, you are under contract to work for them. Yep, you're an employee collecting a tiny fraction of the royalties you should be collecting. All because you took a small advance (if you could even get one). "Traditional" publishers are ONLY interested in people that ALREADY have a big following and platform.

You could have the cure for cancer in your book and they are only interested in your answers to these questions.

How big is your email list?

How many social media followers do you have?

How many past and current clients do you serve?

That's it. Why? Simple, they are not selling your book. YOU are!

And if you don't have a big platform then they are NOT interested.

It's time to take control of your book creation, marketing and platform building.

Here are ways to get onto the path of success:

Target market research. Determine what niche market your book will appeal to. Take a look at not only your social media statistics but also your website to gain a better understanding of who is interested in your brand. For example, you could have a demographic of half women and half men with average age of 40 to 55. Find out what their pain points are by conducting surveys, asking questions, or hosting a webinar. With this information in place ahead of time you will improve your chances of being seen among thousands of other publishers online.

Before you even start writing your book you need to have a marketing plan in place. This means setting up accounts on the major social networks like Facebook, Instagram, Goodreads, Twitter, Pinterest and YouTube. Build up these platforms along with your blog with an engaged and interested audience — these will be the initial fan base you will be appealing to. Be sure to make regular updates and create anticipation for your book, especially to your blog subscribers. Hire a freelancer or use a service like Animoto to create a compelling teaser trailer — you don't necessarily need to have a manuscript in order to do this.

What will be the main points of your publication? This could be from a series of blog articles or videos you have already published or by starting from scratch based on your own personal experiences and research. Write out a basic skeleton of each chapter and what you want to convey to your readers in each step. Every section should be answering the who, what, when, where and why questions and provide a valuable insight

leading to the conclusion. This could be the most time-consuming process of your book, but is well worth the time before you start the writing process.

Once you have a first rough draft in place do an overview of your work. While it may be tempting to edit while you are writing it's always best to save that until you're finished. Rewriting is a creative process where you can add or delete ideas with a fresh mind. Once you have another version ready invest in a professional editor or use an online editing tool for a professional finalization of your book. Your goal as an author is to appear as professional as other published authors and to eliminate any grammatical and spelling errors. Remember that you want your work to be the best that it can be to both readers and professional reviewers.

Create a stand-out cover. Next to hiring an editor or purchasing software is the important expense of graphic design. Do your homework and investigate prior clients of any designer you plan to hire and find out what their exact turn-around time is. Make sure they understand what your book is about and how it should represent your brand. If you are publishing a fiction novel determine how your cover can stand out from others in your genre.

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 122 Marketing and Leveraging Your Audiobook, by Becky Parker Geist. 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 writing openers to draw your audience into your presentation and take action on your recommendation. Here is an example:

State a 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



Anticipate questions and objections. After several negotiating sessions you will be better prepared for the tough questions that arise unilaterally. These may be about price, quality and delivery. Be prepared to handle those you anticipate as well as those you hear for the first time. Always answer honestly, but in a way that does not reduce your bargaining power.

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>

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Have your manuscript published in any format with marketing support, national bookstore, library, and non-bookstore retail distribution from one source.

Book Publishing

KB Publishing will work with you to produce your manuscript in the most readable, professional and usable format. This could be a printed book and/or an ebook (for Kindle, Kobo, Apple/itunes, iPad and Nook). Packages include cover design, page layout, ISBN, barcode, copyediting and an initial supply of books.

Retail Book Distribution

Your book will be distributed through a major national distributor. They will sell and distribute your book to retail, wholesale, internet and specialty customers. This includes all trade bookstores, book departments in department stores, other retail outlets, college bookstores, museum stores, Christian market stores and on-line retailers.

Publishing Support

Hybrid Global Publishing provides you with a quality product, innovative solutions and cost-effective services. You will be assigned an Author Relationship Manager who will assist you throughout the publication process, answer your questions, and keep your project moving forward smoothly and on time.

KB Publishing Packages (includes everything above) – APSS members receive a \$500 discount off all package prices. Please note that manuscripts will be evaluated and not all will be accepted. Contact Karen Strauss at karen@straussconsultants.com for details and pricing

APSS Top Ten List

Have a Meeting of the Minds. Growing your business depends in large part on your ability to innovate – both content and marketing. Moving from your core business (trade sales) into special (non-bookstore) markets is an example. Creating a mastermind group can help you access the combined knowledge of others to help you make the move. To do this, build an environment in which people feel comfortable, willing and able to innovate. Here are the Top Ten Principles for Developing a Successful Mastermind Team.

1. Coming up with One Big Idea is not the answer. The ability to implement the idea creatively is the key. Strike the right balance between innovation and the realities of performance.
2. Build a mastermind team of people from in and outside your company with a shared sense of purpose, value and rules of engagement.
3. Encourage an atmosphere of mutual trust and respect to reduce tension so people leave their comfort zones to participate.
4. Manage creative tension through an environment that supports the sharing of undeveloped ideas while allowing suggestions that can improve ideas and spark new thinking.
5. Assemble a portfolio of wide-ranging ideas, and then promote passionate, but controlled disagreement to flourish as you combine, refine, expand and reduce them to a few workable concepts.
6. Do not seek either/or thinking. Integrate ideas, combining part of option A with parts of option B and option C to create a new and better option.
7. Keep creative conflict focused on ideas, not on individuals.
8. Innovative content does not have to come from authors – it should come from your target readers. Once their need is established, brainstorm new ways to satisfy it. One solution may be a book, but there may be other paths.
9. Lead the discussion by asking questions in a way that stimulates debate. Instead of asking, “How can we increase revenue?” you might ask, “In how many different ways can we increase revenue?”
10. Have one person facilitate meetings as a catalyst to develop 1) creative abrasion (the ability to generate ideas through discourse and debate), 2) creative agility (the ability to move from idea to idea for integrative innovation), and 3) creative resolution (the ability to make decisions that combine disparate and sometimes even opposite ideas)

APSS Featured Supplier



Discount on products and services from Bowker
Use the APSS discount code and receive **15% off**
One, ten, 100 or 1000 ISBNs and more:

- Bar codes
- QR codes
- CopyrightsNow app for copyright registration
- Self-Publisher Packages
- AND MORE!

Go to www.Myidentifiers.com When you purchase an item, go to the checkout cart. There will be an item in the cart for a coupon code

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Could a corporation use your high-priced book – fiction or non-fiction – as a business gift? Sometimes, the more expensive your book, the better it could serve as an esteemed gift. In today's highly competitive business marketplace, corporate gift-giving can create stronger brand awareness and have tangible, measurable effects on customer acquisition, loyalty and growth. Your book is a unique promotional item corporations can use to accomplish that

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

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)

“Do you have any creative ideas for selling children’s books?” Anson Arnold

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>

Marketing Choreography (Otherwise Known as Planning)

By Brian Jud



Creating your marketing strategy defines what you will do. The next step is to decide how you will do it, and then organize your actions to facilitate implementation. That is the process of planning.

Do not think of the word *plan* as a noun – a weighty document valued by page count. Instead, think of it as a verb, a functional, dynamic series of actions that keep you moving ahead. It could simply be a checklist of actions you can implement to fulfill your strategies and reach your objectives.

Still, some publishers eschew planning for a variety of reasons. Here are the three questions I am most frequently asked about planning.

Why should I spend time planning instead of doing?

There are many benefits to planning, if you think of it as a process, regularly adjusting your checklist to exploit opportunities as they arise. Here are a few reasons to consider.

1. A journey of a thousand miles begins with one step. Make sure your first step is heading you in the right direction.
2. Planning maximizes your efficiency and effectiveness as you implement your intended actions. Your checklist gives you an answer to the question, “What is the best use of my time right now?”

3. At the end of the day you can look back at all the tasks crossed off your “To-Do” list and experience a feeling of accomplishment. When tomorrow comes, each day will be gone forever, leaving in its place whatever you have traded for it.
4. As you implement your actions other ideas come to mind. This may help you complete a task in a way different from which you originally intended.
5. Planning makes budgeting more precise as you get a good feel for the cost of each action.
6. Planning helps you make the best use of your resources of time, money and attitude as you utilize each more effectively.
7. Planning forces you to consider the interaction among your prospects, products, place, pricing and promotion decisions.

What form should a plan take?

The best form for your plan is that which makes it easy for you to use. It could simply be a brief description of your strategies with an action checklist following each. At the beginning of each month, make lists of things you will do during each of the forthcoming weeks. Then at the beginning of each week create an easy-to-use list of things to do.

Why plan if I don’t know what is going to happen in the future?

Market chaos is probably the best reason to create your action list. As you perform your tasks you come up with innovative ways to implement each, based on your evolving circumstances. You cannot accurately predict every nuance of change, but your prepared alternatives can help you to be prepared to better deal with whatever happens.

Do not be deterred by the fog of the future. As you plan for the upcoming year, options become clearer. Your forecast of revenue and expenses for the next 12 months could be detailed monthly. Your plan for the following two-to-three years could list quarterly predictions. Then each year your current planning becomes easier as you fine-tune your existing action plans based upon your relative progress and business environment.

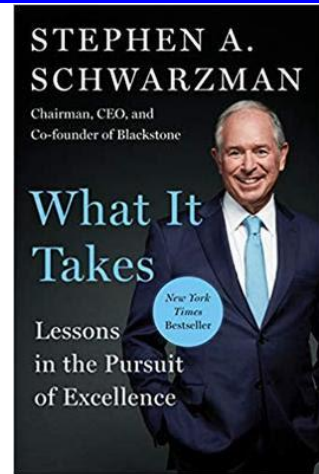
The marketing-planning process is similar to using a kaleidoscope. There are a finite number of pieces, but you can create an infinite number of combinations simply by rearranging them. Manipulate available data until you feel comfortable with a given plan, and then take action. As you proceed, new information will be added to the mix and you can re-evaluate your direction and progress. But each turn will give you new ideas and bring you closer to your ultimate, long-term objectives.

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

What It Takes: Lessons in the Pursuit of Excellence by Stephen A. Schwarzman. From Blackstone chairman, CEO, and co-founder Stephen A. Schwarzman, a long-awaited book that uses impactful episodes from Schwarzman's life to show readers how to build, transform, and lead thriving organizations. Whether you are a student, entrepreneur, philanthropist, executive, or simply someone looking for ways to maximize your potential, the same lessons apply.



What's the Big Idea?

Get people *really* into your book by creating content that is of interest to them. Many book publishers fail because they focus on the wrong thing. They try to sell their books instead of showing how the content can be used to solve users' problems. Consider the failed Sony Reader. All the creativity that went into its development was undone by a lack of original distribution, a mistake that Amazon did not make with its Kindle. Sony engineered an elegant device, but Amazon designed an original solution. To make your business thrive, consider three execution strategies: 1) approach unconventional partners (corporate buyers), 2) identify underutilized channels (through non-bookstore retailers), and 3) invent new business models (dual distribution). Put as much creative energy into distributing and promoting your content as you did into generating it.

