



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 11, Number 78 November 2019

Here is your November 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



**Association of Publishers
for Special Sales**

**Over 65 niche, discounted display opportunities for
APSS members in 2020**

**Plan your 2020 trade show schedule
and see how much you can save**

APSS has arranged for a display company to exhibit your books at niche conferences, trade shows and expositions in 2020. In each event our exhibit is the only one showing books. Your book is not lost among tens of thousands of others in places like Frankfurt and London.

The display fee for each is \$50 for APSS members and \$75 for nonmembers. If you choose two shows, your savings are almost the amount of your annual APSS dues. Imagine how much you can save with additional shows -- and more are added throughout the year, too. Brian Jud will send the registration information about one month before the dates below.

- * 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.
- * Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

Here is a list of niche shows for the first half of 2020:

January

Association of American Law Schools (1/2-5/20)
Allied Social Science Association (1/3-5/20)
American Historical Association (1/3-6/20)
Society for Integrative & Comparative Biology (1/3-7/20)
Southern Political Science Assn (1/9-11/20) PUERTO RICO
Modern Language Association (1/9-12/20)
Winter Conf on Brain Research (1/25-30/20)

February

American Psychoanalytic Assn (2/12-16/20)
Black History Month luncheon (2/22/20)
Music Library Association (2/26-3/1/20)
Eastern Sociological Society (2/27-3/1/20)
Association for Women in Psychology (3/5-8/20)

March

Eastern Economic Association (2020)
American Psychological Assn–Div 39 (3/18-20/20)
Psychotherapy Networker Symp East (3/19-22/20)
American Society on Aging (3/24-27/20)
American Assn for Psychoanalysis in Clinical Social Work (2020)
International Studies Association (3/25-28/20) Hawaii

April

Urban Affairs Association (4/2-4/20)
Organization of American Historians (4/2-5/20)
New York State Political Science (4/3-4/20)
Assn for Asian American Studies (4/8-11/20)
Midwestern Political Science Assn (4/16-19/20)
American Society for Neurochemistry (4/18-22/20)
Midwestern Psychological Association (4/23-25/20)
Society of Military History (4/30-5/3/20)

May

MD & Delaware Library Associations (5/6-8/20)
Association for the Study of Nationalities (5/7-9/20)
Massachusetts Library Association (5/18-20/20)
Assn for Psychological Science (5/21-24/20)
Assn for Advancement of Baltic Studies (5/28-30/20)
Latin American Studies Assn (5/13-16/20) MEXICO

June

NE Assn of Criminal Justice Sciences (6/3-6/20)
American Society of Mammalogists (6/5-9/20)
Society of Historians of American Foreign Relations (6/18-20/20)
American Family Therapy Academy (2020)
American Psychoanalytic Assn (6/19-21/20)
American Mental Health Counselors Assn (6/24-26/20)
Association of Jewish Libraries (6/29-7/1/20)

To learn more about APSS or to join our growing association, go to:
<http://pro.bookapss.org/join-application>
or contact Brian Jud at brianjud@bookapss.org.

APSS Tip for Finding Potential Non-Bookstore Buyers

Once you have defined your target readers, understand the benefits your buyers will receive by using a PAR analysis. This is a brief description of the **Problems** relevant to your target readers, the **Actions** you recommend they take to rectify their situations and the **Results** 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. Here is an example for the book, *How to Make Real Money Selling Books*:

Problem: Publishers want to increase their sales, but bookstores sales have stalled.

Action: The content of *How to Make Real Money Selling Books* shows people where to find and how to contact buyers in non-bookstore segments.

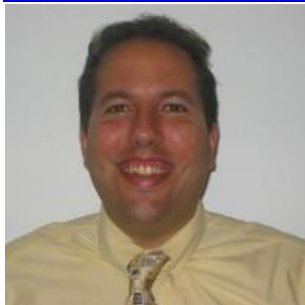
Result: Publishers and authors increase their sales, revenue and profits.

Book Sales Via Phone Frenzy For Authors

Brian Feinblum

Chief Marketing Officer, SVP at Media Connect, a div. of Finn Partners

<https://bookmarketingbuzzblog.blogspot.com/2019/>



How many emails or phone calls will it take to close a deal? Could be one. Could be five. Or more.

Be prepared to make the necessary follow-up outreach on your marketing contacts. To cut down on playing phone tag, try to find out when is the best window of time or days of the week to track someone down. When you call and get to voicemail don't always leave a message. Dial zero and see if you can get an operator to answer (if a large company) and ask the receptionist to page the person you want or to share the best time to track him or her down.

Sometimes you can befriend the gatekeeper and ask him or her to share your info with the person you are targeting. Maybe they will even give you insight or feedback on something that will help you when you make your next call to them.

I know it is frustrating to feel like you have to stalk people, but you do need to be persistent. The bigger the potential payoff, the more effort that is required from you.

Be mindful of who you are contacting and think of their needs, concerns, and goals so that you can present an offer that will appeal to them.

Make sure to never sound angry, desperate, or rude in your call or message. Be aware if you are calling their home, cell, or work number. Don't call too early or too late – be aware of their local time zone. If you know they are busy with some pressing event, give them time before you call back.

There is no reason to be nervous, feel intimidated, or to convince yourself they will say no. Assume nothing but make every effort to call your potential client and speak with a positive, confident, and convincing tone.

If someone calls you back or if you schedule a call, make sure you call back right away, or honor a commitment. The last thing you want to do is blow someone off.

Smile with every phone call. They can hear it in your voice.

Don't worry if you cannot track down the person you want to reach. Try calling other people. The key is to always be calling, always reaching out and following up.

If you finally reach someone, give them your best pitch, and offer a deal you cannot imagine any sane person turning down. Do not fall apart if you get rejected. It may be over something out of your control. It may just be a bad day. Or it can be due to something you did or didn't say. No reason to labor over it. Live and learn – and move on.

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-110: Create an Online Course Based on Your Book, by D'Vorah Lansky. See it and more at <https://bit.ly/2IAQn55> View it up to five times.

APSS Tip for Making Persuasive Sales Presentations



Prepare more information than you will actually present. The knowledge you amass in the process will help you speak extemporaneously and think on your feet when circumstances dictate a change in strategy. You are also more likely to say the right thing at the right time.

This also makes it conversational. Your preparation will help you recall examples and stories you can interject as you feel appropriate. And most people do not speak as they write, and as you practice you can make your words come across in a more fluid way.

Apply an artful use of repetition of a thought but present it in different ways. If you want to say something is free, later say it costs nothing or it is available at no charge. Listeners recall a small percentage of a presentation so your repetition makes it more likely they will remember the key points you do not want them to forget.

APSS Tip for Negotiating Large-Quantity Orders



You can be more successful when negotiating if you can get the person to buy instead of selling to him or her. What is the difference? Here are examples:

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. It 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 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. Unfortunately, there are charges for shipping to the shows. We also have to pay to have them stored between shows. And of course, there is some breakage during shipment.

You: Don't man 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 prospects are not aware of the benefits of using books as promotional items. You know their budget (5000 coffee mugs at about \$3.00 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 give away 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 do not want another one. And your ebook has no shipping or warehousing costs and is much less expensive than a coffee mug.

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 Membership Benefit

Are you taking advantage of all APSS has to offer?



Self-publishing is an exciting way to become a force in the publishing industry, especially when you have the right resources! IngramSpark offers authors, like you, the same quality and distribution opportunities as major traditional publishers and educational resources to help you publish successfully. Make sure your self-publishing journey starts off on the right foot with this essential guide to publishing. Learn the dos-and-don'ts of publishing

in bite-size, often humorous prose from two highly successful indie publishers on subjects such as:

- Contracts/Royalties
- Editing
- First Impressions
- Design
- The Production Process
- Distribution
- Marketing

Download the Guide at <http://bit.ly/2irrtLg>

APSS Top Ten List

A recent issue of the APSS *Sales Informer* listed ten benefits of building customer loyalty among B2B buyers. But how can you do that? Here are the **Top Ten Ways to Build Customer Loyalty in Business-to-Business Marketing**.

1. Solve your customers' problems better than competitors can
2. Underpromise and overdeliver
3. Focus on creating long-term relationships, not sales
4. Nurture an ally inside the company who will support you
5. Build trust before selling
6. Follow through to make sure your books were delivered on time, in the right quantity and with the proper customization
7. Communicate all the value you deliver in terms of tangible benefits of your products and services; including your book's contribution to the solution of their initial problem or objective
8. Make sure your customers understand and appreciate the non-tangible benefits you deliver in terms of your products and services
9. Offer to pay a penalty if your books are not delivered on time (and a bonus if everything goes according to plan)
10. Negotiate for a win/win conclusion

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 "Scodix SENSE™ Variable Density Spot UV" 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: www.youtube.com/TotalPrintingSystems And connect with us on: Facebook: www.facebook.com/TotalPrintingSystems Twitter: @Total_Printing Pinterest: www.pinterest.com/totalprinting/

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Sell to your buyers in the ways in which they are used to buying. If potential buyers seek your type of book in libraries, then you must make your books available in libraries. If they buy in bookstores, whether brick-and-mortar or online, that is where your books should be. If they purchase through catalogs, in supermarkets, gift shops, airport stores or book clubs, then that is where your books should be accessible. Know where your target buyers shop.

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)

“I’ve heard you say that I should plan for long-term results. But I need short-term results to make it to the long term. What do you say to that?” Edgar Rivers

The sales process for a large order to a corporation may take several years. Buyers may initially test your title and then wait months or a year before placing an order. Rarely are people in as much of a hurry to buy your book as you are to sell it, so be patient.

But as you said, “If I don’t make it through the short term, there won’t be a long term.” That is like planting a seed and digging it up every few weeks to see if it is growing. You may create a Bonsai tree, but although it looks like the larger item it is only a miniature of what it might have been. Consider these points when balancing short-term retail sales with long-term sales in non-retail markets:

- There is more at stake for buyers purchasing in large quantities, and corporate buyers in particular want to buy from people they know. It takes time to build the relationships that lead to large orders.
- As you prioritize your prospects and opportunities plan to sell smaller, but more frequent quantities to retailers while you are working on the larger orders. This may help to generate some interim cash flow. But the axiom still holds true that people buy on their timelines, not yours. If you are selling a gift book to retailers they may not buy it if their gift-buying opportunities has passed for this year.

- Eliminate the *Ready. Go. Get Set.* philosophy that can lead to failure. Take the time to plan your marketing actions before you implement them. Then evaluate their results and make necessary changes in strategy or action.
- Media is important to selling in special markets, and it takes as much time to create awareness of your book as it does in trade promotion.
- Research and test marketing can increase the likelihood of your success, yet both take time. But in the end, your efforts may be more profitable than if you proceeded without that pre-marketing feedback.
- In bookstore marketing you need to show sales results quickly or your books are removed from the shelves. Price-cutting may be necessary to move books, resulting in lower profitability. In special sales, the focus is on long-term profit optimization vs. short-term profit maximization. This makes for a better all-around business strategy.

Stop Doubling Down on a Failing Strategy

By Brian Jud



Are your sales at the point where you expected them to be when you published your book? Are you doing the same things you always did to try to sell them? Low sales are a fact of life for most authors, but they have probably not heard the maxim, “If you do what you always did, you’ll get what you always got.” If your sales are below forecast, maybe it is time to try something different.

You may have your book on Amazon, and you are probably active on social media. You feel that have too much time and money invested in getting to where you are, so you will keep doing what you have been doing until it works. Why in the world would someone do that? Based on my discussions with many authors there are at least three reasons.

1. **The sunk-cost myth.** When considering a decision to change, people often factor in costs they have already incurred – both time and money. Authors think if they abandon their book now those costs won’t be recovered, but if they continue doing something, their costs will be recouped. But a rational decision maker will look only at future costs, not historical ones.
2. **Believing their own publicity.** The authors have told so many people that their books are the greatest ever written that they have come to believe it themselves. Now they must continue until everybody else realizes that, too. To not do so would be to admit they were wrong, that perhaps their book was not so great.
3. **Loss of objectivity.** People do not like to admit they were wrong. They blame other events or people for their lack of success. Their distributors did not give it enough effort, bookstores would not give it shelf prominence, and the TV or radio show on which they appeared did not generate any sales.

These biases lead people to ignore signals that their current strategy is no longer working, and they continue on the same path. So, what can they do? Here are a few suggestions.

Understand the problem. Poor sales are a symptom of the problem. Your book could be priced incorrectly, improperly distributed, poorly designed and not professionally edited. Or the culprit could be launching without a marketing plan, and promoting solely via social networking.

Determine that you must do something different. “Something must be done” is rarely as effective as, “I must

do something.” Think about what will happen if you continue doing the same thing. You may determine that the best course of action is to abandon your present book and go on to the next one. It may take more courage to make that choice than to proceed with your current project. But changing strategy does not have to be a “go, no go” decision. That can just increase the pressure and lead to inaction.

Develop realistic expectations. Assuming you choose to continue, recognize what you are getting into. Last year Bowker assigned 786,935 ISBNs. You are competing with those for librarians’ and retailers’ shelf space, media time and the budgets of potential buyers. Creating large sales can take years of persistent promotion. Don’t expect any shortcuts because “your book is different.” It’s not, if nobody knows it is.

Go back to the basics. Learn about book marketing. Read books and blogs. Attend webinars and workshops. There are many book-marketing actions you can do after your book is published. Here is a checklist to get you started: www.bookapss.org/PostLaunchChecklist.pdf Also, join associations such as IBPA (www.ibpa-online.org) and APSS (www.bookapss.org). If you are near a local publishing group, join it and become an active participant. You can find a list of these at <http://pro.bookapss.org/partner-organizations>

Objectively assess your circumstances. Now that you know what makes a book successful and are willing to make yours a winner, honestly evaluate your current situation. Do you have a plan in place, and are you willing to invest the time and money to implement it? Do you have the skills to do so? If not, all is not lost. You can hire people to do much of the work for you. Next, appraise the quality of your book. Is it edited and designed professionally? Is it priced competitively? Is it distributed properly to retailers (including bookstores) and non-retail buyers? Are you implementing an assorted promotion mix?

Know what you are really selling. Look at your book (or line of books) in a way different from how you normally do. Do not define it in physical terms (size, page count, binding) but in terms of what your content does for the reader. Does it help people feel better, live longer, make more money, be a better parent or cook? Who could use that information? Where and when do they shop. How can you reach them with your promotion? Stop selling your books and start selling what your book does by showing buyers how your content can help them.

Create distribution where your buyers shop. If your prospective buyers are parents, have your books in supermarkets, health-food stores, toy stores, gift shops in national parks, libraries, discount stores and appropriate specialty stores. If your potential buyers are travelers or businesspeople in an upper-income bracket, have your books in high-end specialty stores, airport stores, business-supply stores and gift shops in hotels or cruise ships. Talk with your current distribution partners to see if they distribute to these outlets.

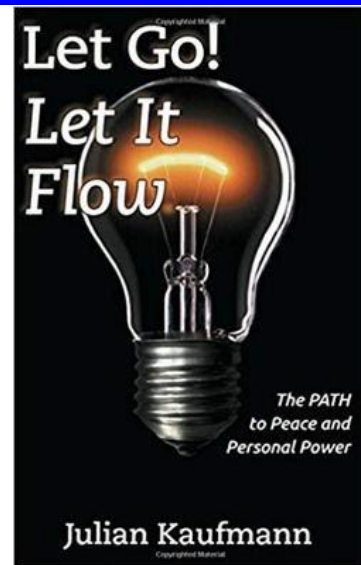
Reach your prospects where they work. Display marketing companies such as Collective Goods (formerly Books Are Fun) arrange displays at business locations, teachers’ and nurses’ lounges and schools. Could the military use your content? Do not think primarily about the service people, but also about their families. They have spouses and children who want and need non-military content. Is your content appropriate for K-8 readers? Do not only contact only public schools, but homeschoolers, private schools, religious schools and perhaps daycare centers.

Remember that you are in the top echelon of the general public because you have done what many people only dream of – you wrote and published a book. Do not allow that tremendous accomplishment to be diminished or lost. Never give up, but never give in to the temptation to keep doing what is not working. Try something else. If that does not work, try something else. Eventually you will find the right combination and your dreams will be fulfilled.

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

Let Go! Let It Flow: The PATH to Peace and Personal Power by Julian Kaufmann. Let Go, release and be at peace! Would you like to have a simple framework based on scientific principles to help you get more done in your life, with less effort and less waste? In *Let Go, Let It Flow - the PATH to Peace and Personal Power*, electrical energy expert Julian Kaufmann shares his groundbreaking discovery on how to more fully tap into your personal power and do more with less. After experiencing his own spiritual transformation and discovering the parallels between science and spiritual teachings, Julian presents 4-flowgates that regulate the amount of Flow one experiences in their life. *Let Go! Let It Flow* turns us on to the convenient truth that we have the power. The trick is how well we use this energy and Julian presents a PATH to optimize the most precious resource there is - your life.



What's the Big Idea?

Here are 21 ingredients for writing good fiction (most apply to nonfiction, too) from the book, *The Writer's Little Helper*.

1. Utility (writing about things that people will use in their lives)
2. Information (facts people must have to place your writing in context)
3. Substance (the relative value or weight in any piece of writing)
4. Focus (the power to bring an issue into clear view)
5. Logic (a coherent system for making your points)
6. A sense of connection (the stupid power of personal involvement)
7. A compelling style (writing in a way that engages)
8. A sense of humor (wit or at least irony)
9. Simplicity (clarity and focus on a single idea)
10. Entertainment (the power to get people to enjoy what you write)
11. A fast pace (the ability to make your writing feel like a quick read)
12. Imagery (the power to create pictures with words)
13. Creativity (the ability to invent)



14. Excitement (writing with energy that infects a reader with your own enthusiasm)
15. Comfort (writing that imparts a sense of well-being)
16. Happiness (writing that gives joy)
17. Truth (or at least fairness)
18. Writing that provokes (writing to make people think or act)
19. Active, memorable writing (the poetry in your prose)
20. A sense of Wow! (the wonder your writing imparts on a reader)
21. Transcendence (writing that elevates with its heroism, justice, beauty, honor)

