



THE SALES INFORMER

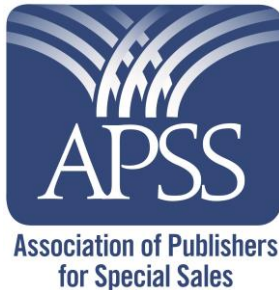
Association of Publishers for Special Sales

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

Volume 8, Issue 1, Number 79 January 2020

Here is your January 2020 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



Have your book in display before over 2,100 criminal justice professionals at the Academy of Criminal Justice Sciences Meeting

The Audience

Exhibiting at the Academy of Criminal Justice Sciences annual meeting is a unique opportunity to contact educators, researchers, practitioners, and students shaping the criminal justice field. They comprise criminal and criminal justice faculty, faculty from other disciplines teaching justice-related courses and criminal justice practitioners.

The Academy

Members of ACJS include teachers, administrators, researchers, students and practitioners involved in the professional advancement of the criminal justice system through education. Its purpose is to foster excellence in education and research in institutions of higher education and to encourage understanding and cooperation among those engaged in teaching and research in criminal justice agencies and related fields.

Registration Deadline March 5, 2020

Books Due on March 12, 2020

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

For each title, please email the title, author, pub date, list price and discounted price (if any) to brianjud@bookapss.org. To make the \$50 (or \$75) payment per title, please use Paypal account brianjud@bookapss.org or contact brianjud@bookapss.org for other payment arrangements. The display company will need two copies of your book and you will receive the address to which to send them.

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

APSS Tip for Finding Potential Non-Bookstore Buyers

Finding new ideas is like prospecting for gold. If you look in the same old place where everyone else is looking you will find out veins. But if you venture off the beaten path, you will improve your chances of discovering new idea lodes. Remember to see the good ideas behind you by looking twice as hard at what is in front of you. Where else can you look for idea groups? Gift shops? Gardening? Your gym? Supermarkets ...?

Author to Influencer, By Marika Flatt
PR by the Book, LLC, Founder & Chief Publicity Strategist
(512) 501-4399 ext. 701; www.prbythebook.com/experts

The [Author to Influencer](#) Accelerator is an online membership community designed to teach and empower authors to succeed at book promotion.

This Proven 5-Step Process Takes The Pain Out Of Promoting Your Book.

If you've ever felt overwhelmed with the options and unsure where to start, been afraid to put yourself and your book out there for the world to see, or wished you had a budget-friendly way to get the world to know about your book then The Author to Influencer Accelerator is for YOU!

- Take a hands-on approach to market their books.
- Your step-by-step guide to making your book launch a success.
- Take the guesswork out of the process.

When you join the Author to Influencer Accelerator, you will get:

New Weekly Content

- Q&A Office Hours with Marika Flatt
- Guided Workshops
- Expert Interviews
- Member Spotlights
- Success Stories

Access to the Private Facebook Group

- A supportive community among other authors
- Monthly discussions about key topics
- A place to ask questions and discuss solutions with other members

Access to the Growing Content Library

- Easy to adapt concepts
- Cheat Sheets for quick-start success
- Videos that expand on key topics
- New content added weekly to stay up with the current market trends

This membership community was built for you. It was built to help accelerate your growth on the path to greater influence. Join us at www.authortoinfluencer.com to get started on your path to success today.

APSS members get a 20% discount on a [monthly membership](#) and [annual membership](#). Contact Kim@bookapss.org for the promo code.

Brian Feinblum
Chief Marketing Officer, SVP at Media Connect, a div. of Finn Partners
<https://bookmarketingbuzzblog.blogspot.com/2019/>



How Hard Is It To Become A Best-Selling Author?

Many authors crave attention. They want to be famous and seen on TV or reviewed by the New York Times. They want to be splashed across social media. They want to hit a best-seller list. So what are the chances of hitting any of these marks?

There are only so many pages devoted to book reviews by the NYT. This is unscientific, but it appears that fewer than 4,000 books get reviewed annually by the paper of record. That is out of some 375,000 new titles from traditional publishers. There's another million that are self-published that the NYT officially excludes from consideration. Do the math. Maybe 1 in 100 traditionally published books gets reviewed and only something like 1 in 350 of all books published in a year.

TV? There are only so many national TV shows out there, each with a certain number of time slots to feature an author. Some of the shows end up covering the same authors. You'll see the same big-name author on Colbert, then the Today Show, and then CNN. Thousands of authors get interviewed by national TV each year – but there are millions of authors out there.

Social media? Some authors are skilled at getting FB likes, retweets, and lots of shared views on You Tube. In theory, this is a wild-card area. Whereas the NYT has finite space -- as do TV shows – there's no limit to how many tweets, FB posts, or You Tube videos one can post. I suppose this is the biggest potential for growth, but the odds are still very low that an author cracks big numbers or becomes an influencer. And who has the time or inclination to spend hours daily clicking and engaging the world of free content and trolls?

The best-seller list is more achievable today than ever before. But that also dilutes its impact, to a degree. Let me explain.

First, there are many bestseller lists. Behold:

New York Times
USA Today
Wall Street Journal
Publishers Weekly
Library Journal
BN.com
Amazon

And, many more individual stores, local newspapers, or groups may have a bestseller list. There's no legal definition of "best-seller" so people use it liberally.

Let's look at these best-seller lists more closely. There are different formats one can be a best-seller in -- audiobook, ebook, fiction cloth, nonfiction cloth, trade paper, mass market, etc. Further, these lists don't just reflect a top five or ten but they could be reflective of top 20 or more books per format.

Then there are lists on BN.com and Amazon that have more categories and subcategories. You can hit a business book best-seller list, a health one, a thriller one, etc. Then you can narrow it to a list for business-career books or travel-Europe, or health-diet books. These lists can change hourly, not just daily, weekly, or monthly.

See a pattern? You can hit multiple lists, multiple times. In any case, you can proudly say you are a best-selling

author, but as consumers wisen up, they will ask: Which list? Get ready to explain that you were an Amazon best-seller in their fiction – romance – LGTBQ – London category for one hour on February 13. It still counts, though.

A study of Publishers Weekly bestsellers for 2019 shows the following:

345 different hardcover non-fiction books hit the list – way up from 275 the year before. There was also a 10% increase in the number of trade paperbacks hitting the list from a year ago.

Does this mean:

- Books lack staying power because of quality or marketing?
- More good books are being released and thus crowd each other out?
- There's something faulty in the way these lists are tabulated?
- All – or none of the above?
- Other?

The truth is the world of books is choking with competition and authors who market aggressively.

The overwhelming majority of best-sellers listed on PW's lists are put out by just five companies – Penguin Random, Harper Collins, Simon & Schuster, Hachette and Macmillan. They account for at least 85-90% of those that hit a list. After the Big 5, only three publishers in America had five or more best-sellers with the highest being 10 by Houghton Mifflin Harcourt. Hay House and Regnery were the others. Think about that. Quality brand publishers like Workman, McGraw-Hill, Rosetta, and Norton each had only one book hit the best-seller list.

Some people will look to manipulate the best-seller lists. They hire someone to get them on a list, using a scheme that costs hundreds of thousands of dollars via advertising, book buy backs by the author and free gifts used as bait to buy a book. The reading public just doesn't know how a book becomes a best-seller or if that best-selling book is even any good.

Okay, so with all that said, nothing's impossible here, but a lot is improbable or very expensive to achieve. The key to promoting a book is to do so in a way that legitimately tells as many potential targeted readers that your book exists and explains its worthiness in a matter of seconds. Reviews, TV, social media, and best-seller lists can be part of the equation but plenty of books sell well, impact readers, and brand authors without ever being reviewed in the NYT or hitting a best-seller list or trending on Twitter.

So don't worry about your odds of success. They are low. That's a given. But instead, zero in on what you are capable of doing and push hard to get your voice heard in a noisy sea. Ride the tide.

Update on Book Selling University

(Sponsored by APSS, BookLife, Bowker and Ingram Spark)

FREE
COURSES

APSS members may now sell all 51 courses in Book Selling University at no charge. Go to YouTube.com and search for the channel Book Selling University. Subscribe and watch all the courses as many times as you wish for free.

APSS Tip for Making Persuasive Sales Presentations



Pay attention to a wide variety of different information when evaluating your ideas. If you are visually oriented, focus on the sound or the smell of the situation. If you are analytically oriented, focus on how something feels. What other senses can you use to develop your innovation? Visualize what you want to accomplish. Hear the applause of people after your presentation. Feel the money that you will be handling. Taste the success.

APSS Membership Benefit

Are you taking advantage of all APSS has to offer?

Discount on The Global Ebook Awards. Being accepted into the Global Ebook Awards is a stepping-stone to more publicity, multiply your investment and maximize publicity for your ebook. Your ebook will benefit from this fabulous publicity system for just \$79 per ebook, per category. **Registration is now open.** Register at <http://globalebookawards.com/instructions-for-entering> **APSS members get a 32% discount.** When you reach the checkout screen you will see a space for a coupon. Enter the coupon code 32%Off to get the discount.

APSS Tip for Negotiating Large-Quantity Orders



“Grow slowly. We got to 10 stores and said, ‘Perhaps we can open 10 more.’ Don’t wake up one morning and say you want 100 stores, because you’ll stretch yourself and your resources too quickly,” says Jay Stein, Chairman and CEO, Stein Mart. This applies to book marketing, too. Start media appearances locally, and then expand. Meet with local businesses first to

hone your presentation and negotiation skills, then move on to larger corporations. Give your actions time to work.

APSS Top Ten List



Create a Culture of Quality in Your Publishing Company.

You (as author or publisher) are responsible for producing a quality product at all levels: writing, editing, design, printing, customer service and marketing (pricing, promotion and distribution). Poor quality – whether in product and service – can destroy a publishing venture over time. Negative word-of-mouth communication whether in person, in blogs, on discussion groups and forums, or through social media spreads quickly and is difficult to overcome. While you cannot control what others say about you on these media, you can control the source of their pleasure or discontent by maintaining high levels of product and service quality. Here are **Ten Aspects of Product and Service Quality**.

1. Perceived quality is subjective when prospective customers evaluate cover design, content, promotion and potential benefits of use

2. Perceived quality is objective when prospective customers compare price, editing, printing, size and comparable features among competitive products
3. When customers are unhappy with a product they can use social media to quickly spread the word about their displeasure
4. As the publisher you are responsible for stressing quality among all functions so employees become passionate about producing a quality product
5. Employees reflect quality in an organization from the way the phone is answered to the way customers' complaints are handled
6. Instill collective pride in "ownership" among employees with a consistent message of quality in internal communication
7. Refresh your external communication periodically and emphasize customer benefits in your promotion
8. Cost control is important, but reduce costs without lowering your standards of quality
9. Your attention to quality is reflected in all your interactions with prospects and customers whether in person (trade shows, personal selling, seminars, networking) or through a medium such as your website, blog, social media, press releases, advertising or sales promotion
10. When negotiating large-quantity sales with experienced corporate buyers, they will assess the quality of your product and proposal by the way you handle yourself as a sales professional, including your preparation, presentation and desire to produce an equitable outcome for both parties

Want to Reduce Brain Fog And Improve Clear Thinking? Give up These Things Immediately

By Thomas Oppong

(Founder @Alltopstartups. Curator at postanly.com, Columnist at Inc. Magazine.
Featured at HuffPost, Business Insider, Quartz, CNBC, Entrepreneur, etc.)

Mental fog is often described as a "cloudy-headed" feeling. Common conditions of brain fog include poor memory, difficulty focusing or concentrating, and struggling with articulation. Imagine if you could concentrate your brain power into one bright beam and focus it like a laser on whatever you wish to accomplish. Many people struggle to concentrate. And when you can't concentrate, everything you do is harder and takes longer than you'd like.

Give up the clutter. Mess creates stress. There's a strong link between your physical space and your mental space. Clutter is bad for your mind and health. It can create long-term, low-level anxiety. When the book, *The Japanese Art of Reorganizing and Decluttering*, by Marie Condo became a best-seller, it wasn't too surprising. We are all looking for ways to create more meaningful lives with less to distract us.

Get rid of clutter at your office, on your desk, in your room, and you will send a clear message of calm directly to your brain. Start decluttering today in small, focused bursts. You're not going to clean up your entire space in a day, so start small to make it a daily habit that sticks. Set yourself up for success by making a plan and targeting specific areas you're going to declutter, clean up, and organize over a prolonged period of time.

Multi-tasking doesn't work. The ability to multi-task is a false badge of honor. Task switching has a severe cost. Your concentration suffers when you multitask. It compromises how much actual time you spend doing productive work, because you're continually unloading and reloading the hippocampus/short term memory.

Research shows that task switching actually burns more calories and fatigues your brain - reducing your overall capacity for productive thought and work. Commit to completing one task at a time. Remove potential distractions (like silencing your mobile, turning off email alerts) before you start deep work to avoid the temptation to switch between tasks.

Use the 3-to-1 method! Narrow down your most important tasks to 3, and then give one task your undivided attention for a period of time. Allow yourself to rotate between the three, giving yourself a good balance of singular focus and variety.

Give up the urgent distraction. Your productivity, creativity and next big idea depends on it. Urgency wrecks productivity. Urgent but unimportant tasks are major distractions. Last-minute distractions are not necessarily priorities. Sometimes important tasks stare you right in the face, but you neglect them and respond to urgent but unimportant things. You need to reverse that. It's one of the only ways to master your time.

Your ability to distinguish urgent and important tasks has a lot to do with your success. Important tasks are things that contribute to your long-term mission, values, and goals. Separating these differences is simple enough to do once, but doing so continually can be tough.

Stop feeding your comfort. Comfort provides a state of mental security. When you're comfortable and life is good, your brain can release chemicals like dopamine and serotonin, which lead to happy feelings. But in the long-term, comfort is bad for your brain.

Without mental stimulation dendrites, connections between brain neurons that keep information flowing, shrink or disappear altogether.

An active life increases dendrite networks and also increase the brain's regenerating capacity, known as plasticity. "Neglect of intense learning leads plasticity systems to waste away," says Norman Doidge in his book, *The Brain That Changes Itself*. Michael Merzenich, a pioneer of plasticity research, and author of *Soft-wired: How the New Science of Brain Plasticity Can Change Your Life* says that going beyond the familiar is essential to brain health.

"It's the willingness to leave the comfort zone that is the key to keeping the brain new," he says. Seeking new experiences, learning new skills, and opening the door to new ideas inspire us and educate us in a way improves mental clarity.

Don't sit still. Sitting still all day, every day, is dangerous. Love it or hate it, physical activity can have potent effects on your brain and mood. The brain is often described as being "like a muscle". It needs to be exercised for better performance. Research shows that moving your body can improve your cognitive function. 30-45 minutes of brisk walking, three times a week, can help fend off the mental wear and tear. What you do with your body impinges on your mental faculties. Find something you enjoy, then get up and do it. And most importantly, make it a habit.

Stop consuming media and start creating instead. It's extremely easy to consume content. You are passive. Even relaxed. But for each piece of unlimited content you consume, it stops a piece of content you could have created. Limit your mass media consumption.

Embrace the creation habit. Start paying attention to the noise that you let seep into your eyes and ears. Ask, is this benefitting my life in any way? Does all this information make me more prone to act? Does it really make me more efficient? Does it move me forward in any significant way? Let creation determine consumption.

Allow curiosity to lead you to discover and pursue something you deeply care about. Make time to create something unique. The point is to get lost in awe and wonder like you did when you were a child. When you achieve that feeling from a certain activity, keep doing it!

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Most publishers' goals for 2020 are usually in terms of OPM -- Other People's Money (revenue, profits). However, that is not as critical as you may think. Money will come when you do everything else right. The most important attributes that lead to success cannot be purchased. Here are my Top 10 "Must Haves" for success in book publishing: 1) information, 2) skills, 3) contacts, 4) plans, 5) ideas, 6) accountability, 7) persistence, 8) attitude, 9) support, and 10) resources. The Association of Publishers for Special Sales (APSS) has Mastermind Groups can help you with OPM - Other Peoples' Minds. Learn more at www.bookapss.org/APSSMastermindGroups.doc

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 tips for publicizing fiction?" Edith Foner

Here is a tip about "What Makes Novels News," by Jodee Blanco: Remember, there's no such thing as a book that's impossible to publicize. Sometimes, especially with certain types of fiction, it isn't the message of a book that offers the best media angle, but the provocative questions raised in the book that can be packaged as news. In *The Deep End of the Ocean* by Jacquelyn Mitchard, a couple struggle to save their marriage after the mysterious disappearance of their youngest son, who shows up on their doorstep nearly 13 years later, completely unaware of the truth about his past. A bitter custody battle ensues between the boy's biological parents and the family who raised him, who never knew he was a stolen baby.

Although the story was fictional, the book struck a chord with the media because it prompted real questions about the rights of children caught in nontraditional custody battles. Additionally, it explored the subject of missing children from the intriguing perspective of the parents' psychological and spiritual struggle. The publicist who handled the campaign for *The Deep End of the Ocean* did a wonderful job ferreting out and focusing the media on the newsworthiness of the book.

What Is Non-Trade Marketing?

By Brian Jud



Publishers typically have a reasonable number of books on hand and may become frustrated when sales slow and they have no way to get rid of them. It is a scenario that can shatter dreams of selling large quantities of books through bookstores. If you find yourself in a similar situation, however, there is hope. You can sell your books to new buyers in non-trade markets at any stage of a book's life cycle.

Hesitation in pursuing new sources of revenue in non-trade markets is typically caused by the thought that bookstores are the only places to sell books, and also by

not knowing where or how to find new buyers in new markets. Selling to non-trade markets is not that different from selling to bookstores, particularly in the non-trade retail sector, which includes mass merchandisers and specialty shops.

For now, simply acknowledge that there is a potential opportunity to sell large quantities of books in marketplaces other than brick-and-mortar or online bookstores. These cash mines are all around, but until now you have probably overlooked them, because unlike bookstores, they do not have endless rows of bookshelves. Instead, these non-trade sales outlets are disguised as corporations, associations, home shopping networks, book clubs, schools, catalogs, gift shops, retail stores, government agencies, military bases, supermarkets, drug stores, and so many more.

Trade Versus Non-Trade Book Marketing

Publishers sometimes overlook non-trade sales opportunities because they have been blinded by tradition. “We have always done it this way,” has become their mantra, and they have become stuck in a trade-sales rut. Nevertheless, hesitation to enter new markets, which is usually caused by uncertainty, can be overcome.

Publishers tend to see the obvious places to sell their books—national super-stores, online bookstores, independent booksellers, and regional chains—and then console themselves with the thought that those channels represent every avenue of book selling. Instead of stopping there, however, they should ask questions such as, “In how many other places could I sell my book?” Or, “Where else do my target readers look for information on my topic?” Or, “Who else could be a prospective buyer?” Such questions force you to seek additional possibilities in places where your competitors may not be found.

What Is The Difference?

The differences between marketing to trade and non-trade book markets are not huge, but they are hugely important. If Amazon.com statistics are any guide, the market for books that are not even sold in average bookstores is over one-fourth the size of the existing trade market—and what is more, it is growing quickly. Bookstores do not have space to carry any more books, so if these growth trends continue, more and more books will have to be sold through non-trade outlets. In fact, sales of books to buyers in non-trade market segments exceed those in the trade segment.

Still, non-trade and trade distribution are not mutually exclusive approaches to book marketing. There is some overlap in definition, strategy, and implementation between the two. For instance, both sales in the trade and the non-trade retail sectors may require a distribution partner and its subsequent discount. In addition, books are also generally returnable in both marketplaces, and a publisher may not be paid for ninety days or more. In some cases, the channels of distribution to trade and non-trade markets are actually identical. In other words, sometimes a trade distributor will not only represent your titles to bookstores but will also sell it to libraries.

Understanding Traditional And Non-Traditional Book Markets

The book publishing industry has gone through many phases since the time of Johannes Guttenberg (1400–1468) and his revolutionary printing press. Until the eighteenth century, printers were the publishers of their times. If Bibles sold, then printers would produce Bibles. By the late eighteenth century, writers had begun contracting printers to publish their works, joining the ranks of the book business by selling their own titles.

By the late eighteenth century, writers had begun contracting printers to publish their works, joining the ranks of the book business by selling their own titles. By the nineteenth century, bookstores had joined

the publishing business, too. By the mid-1800s, a small group of independent entrepreneurs, without presses or bookstores, created stand-alone publishing houses. These houses relied on existing and developing systems of distribution to get their products to the public. For nearly all these publishers, their buyers constituted what we now call the traditional book market.

The Traditional Book Market

For nearly two hundred years, the majority of book publishers around the world have sold their goods to similar marketplaces, and these marketplaces have been consistent in the way they purchase books. The markets were relatively easy to find, and they continually grew in size. Publishers established their companies' successes based upon their abilities to sell to them. These traditional book markets include the following retail and non-retail outlets:

- The Trade (Independent and Chain Bookstores)
- Public Libraries
- Religious Markets
- Educational Outlets (Including Elementary, High School, and College Textbooks)
- Book Clubs

Over time, each of these marketplaces developed its own method of distribution, its own standardized discount policy, and its own promotional vehicles. Up until the end of the 1920s, that system worked reasonably well. When the Great Depression hit, however, bookstores required a new strategy to make it through those hard times. To help sustain many of the hard-hit bookshops, publishers established a returns policy that allowed stores to give unsold titles back to their publishers for full credit. While the Great Depression eventually passed, the returns policy that it brought forth has remained in place in the trade market. Unfortunately, this policy has become a pitfall for most independent publishers. Moreover, it has made selling to the trade virtually impossible for self-published authors, who simply cannot afford to accept returns.

The Non-Traditional Book Market

Within the last fifty years or so, new and exciting marketplaces have emerged to offer more opportunities for publishers to increase book sales. While some of these outlets developed as offshoots of traditional markets, many others developed with the growth of specialty shops. New promotional programs also opened avenues of book sales. These newer markets have become known as non-traditional book markets, and they include:

- Mass Merchandisers (Walmart, Kmart, Target, etc.)
- Specialty Shops (Hospital Gift Shops, Culinary Stores, Knitting Shops, etc.)
- Specialty Libraries
- Book Fairs
- Promotional Sales
- Special-Sales
- Niche Marketplaces (Child-Birth Centers, Clinics, Hobbyists, RV Enthusiasts, etc.)

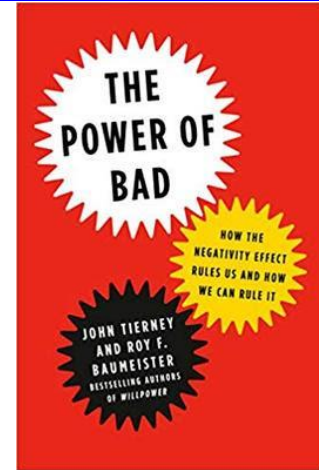
As these markets have grown and matured, they too have developed their own systems of distribution, discount schedules, and promotional opportunities. In addition, this portion of the market allows for the possibility of selling to previously untapped and hidden marketplaces.

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

The Power of Bad: How the Negativity Effect Rules Us and How We Can Rule It, by John Tierney and Roy F. Baumeister. Why are we devastated by a word of criticism even when it's mixed with lavish praise? Because our brains are wired to focus on the bad. This negativity effect explains things great and small: why countries blunder into disastrous wars, why couples divorce, why people flub job interviews, how schools fail students, why football coaches stupidly punt on fourth down. All day long, the power of bad governs people's moods, drives marketing campaigns, and dominates news and politics.



What's the Big Idea?



Where do you look for ideas? Often the best ideas come from cutting across disciplinary boundaries and looking into other fields. As journalist Robert Wieder put it, “Anyone can look for fashion in a boutique or history in a museum. The creative explorer looks for history in a hardware store and fashion in an airport.” In what outside areas can you look for ideas? The kid’s-food aisle in a supermarket? The greeting-card section in a Hallmark store? Watching a baseball game?