



# THE SALES INFORMER

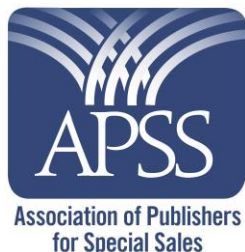
## Association of Publishers for Special Sales

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

Volume 5, Issue 7, Number 50 July 2017

Here is your July 2017 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



#### **Publisher Liability Insurance for APSS Members**

Limits of liability/protection from \$500,000 to \$10 million dollars are available through Lisa Malenfant, at The Hartford Financial Services Group, Inc. The policy they provide will cover traditional media perils (such as, but not limited to, libel, plagiarism, piracy, copyright infringement, defamation, infringement of the right of privacy or publicity, infliction of emotional distress, misappropriation of property rights and most importantly contextual liability or defective advice protection). Contact Lisa Malenfant at 860 602-3812 or [Lisa.malenfant@thehartford.com](mailto:Lisa.malenfant@thehartford.com)

### APSS Tip for Finding Potential Non-Bookstore Buyers

When it comes to selling, finding the buyer's name isn't the hard part. The real hard part is getting in touch with that person! However, it doesn't have to be, and is probably much easier than you think. Here is a tool you can use to locate the best email contact information for a prospective buyer. A Chrome extension called Lusha (<https://www.lusha.co/>) will find both personal emails as well as phone numbers. It scours the web to find where a person's email and or phone number is located. It is important to note that Lusha only allows 10 free uses per month (however for a price you can upgrade this option) and the free uses are shared between organizations.

### APSS Tip for Negotiating Large-Quantity Orders

Rarely will you find a belligerent person in your audience, but it could occur. If the aggressor is not "the boss," the others will recognize the situation and try to smooth things over. If not, avoid a direct confrontation. Do not try to prove the person wrong, but prove yourself right by citing factual information in your proposal.

## APSS Tip for Making Persuasive Sales Presentations

**Customize your presentation.** Tailor your message as closely as possible to the prospects' needs. Let them know you have carefully considered all the applications of your book to their solving their problems. Address what you understand to be their specific circumstances, and why your content is the beat match for them.

Personalize your presentations by using the names of people in the audience and customizing your visuals with the company's logo occasionally throughout the presentation. Liken it to a letter addressed to "Dear Occupant." If you come across as making a generic presentation it will be mentally relegated to the "junk mail" category. Your proposal is more likely to be acted upon if you quickly get buyers' attention and give them a clear reason to continue listening.

## APSS Top Ten List

Want to write a bestseller? According to the Wall Street Journal you should read *The Bestseller Code*, by Matthew L. Jockers and Jodie Archer. The authors designed an algorithm to "identify the DNA of bestselling novels," and here are some of their findings:

1. A laboratory is a more compelling setting than a church
2. Life in the classroom trumps partying on campus
3. Readers largely prefer novels with dogs in them rather than cats
4. Regular bestselling writers have a subject that is overwhelmingly important to their brand (think Grisham and Steele)
5. Bestselling novels tend to have one or two topics which often feed off each other. Books that fail to hit often try to cram too many topics in
6. The top-selling books have "human closeness," including everyday interaction between characters which can help vary dramatic pace and avoid melodrama
7. The verb "need" is a much stronger indicator of success than the verb "want"
8. The word "do" is twice as likely to appear in a best seller than in a book that has never hit the list
9. Passive characters are "a big no-no" and readers want a character "to be" not "to seem"
10. Geopolitical settings are arbitrary to success. People love to read about work and, contrary to conventional wisdom, sex does not generally sell.

## APSS Featured Supplier -- Commission Sales to Non-Retail Buyers



Guy Achtzehn and his team can sell your book on a non-returnable, commission basis to buyers in corporations, associations, schools and government agencies, people who typically buy in large quantities. They do all the selling and negotiating for you and you get incremental revenue. Get a personal sales force without the enormous cost. Guy's national team of experienced salespeople call on buyers regularly and have the relationships in place that could take you years to nurture. Focus on what you do best -- writing or publishing books. His strength is in selling them. Contact [Guy@msgpromo.com](mailto:Guy@msgpromo.com)

## APSS Pro-File – Rebecca Chauncey



Rebecca Chauncey is president of the APSS-Chicago chapter. She recently exhibited for APSS at the annual Soulful Chicago Book Fair. Over 5000 attendees visited the more than 50 exhibitors.

## Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



items

Low-priced items (such as booklets) might be given away with each purchase of a minimum quantity of some product, or as a reward for visiting a website. It is considered a continuity program if these are given as a series. An example is to encourage return visits to your site about cooking by providing a cookbook in sections to be collected as a complete book over a period of time. If these sections were sold at cost they would be considered a self-liquidator

Contact Guy Achtzehn at The Promotional Bookstore, [guy@msgpromo.com](mailto:guy@msgpromo.com) or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional

## Novel Ideas

### Tips to Help You Sell More Fiction in Special Markets Judith Appelbaum - Sensible Solutions

**Are there courses that could use the novel as required or supplementary reading?** From grad school to preschool, teachers often assign fiction in the classroom, which can mean sizable bulk sales for years. The Tomato Enterprises editions of *Patty Reed's Doll* and *Sallie Fox: The Story of a Pioneer Girl* sell to elementary-school teachers through educational catalogs (including home-schooling catalogs) and gatherings of teachers and school librarians, as well as through trade and special-interest channels. Publisher Dorothy Kupcha Leland, who also sells a teacher's guide, cheerfully reports: "If the teachers know about the books, they want them."

## 7 Keyword Tools to Help Authors Create Good Book Metadata By Carla King



When you upload your book to online retailers and distributors like Amazon, Smashwords, and IngramSpark, you'll need to decide what categories your book belongs in and insert information (metadata) such as your book description, author bio, BISAC codes, and keywords. But don't wait until you're ready to upload your book to figure this out. Below you'll find a list of some of my favorite keyword tools.

## **Keywords: Your Number One Most Important Marketing Effort**

All of your book marketing copy needs to contain the keywords and phrases you carefully and deliberately choose so that the search engines can deliver readers to your book sales page. So start with keywords, then move on to your book description and other marketing copy.

### **How to Research Keywords**

You're going to need a final list of between ten to twenty keywords (or phrases) with a 900-character maximum, and keep the number of repeated keywords to a maximum of three. How do you start deciding on your keywords and phrases? Many people work best by jotting ideas down on paper rather than on the computer. Get messy and cast a wide net. Then start narrowing them down by using these keyword tools.

#### **1. Amazon Advanced Search**

I like Amazon Advanced Search as a place to start getting to know where your book fits in the various categories, and to see what other authors in your genre are doing to get attention. This is called competitive research and it's an essential marketing step to make sure your cover, title, and subtitle fit in with what readers expect, yet stand out from the competition.

For keyword research purposes, use Amazon Advanced Search to find books like yours and see what categories they're in, how their book descriptions and author bios are structured, and what words and phrases are commonly used.

#### **2. Google Adwords Keyword Planner**

Google Adwords Keyword Planner is a research tool used to figure out the popularity of keywords and phrases. You'll need a Google account to use it.

Start by searching words or phrases related to your book. You'll see how often keywords are searched and how their search volume changes over time. You'll probably want to choose low- to medium-competition keywords. Narrower is better because your book may get lost in a high-competition search term.

#### **3. HTML Source Code**

Look at the source code of successful authors in your niche. Navigate to any website and, from your browser's toolbar, choose View > Developer > View Source. Keywords will appear at the top of the gobbledy-gook code in the META NAME="Keywords" tag, as shown below.

I've found that lots of really popular, bestselling authors don't bother with metadata on their websites because they're so well known. So look for successful mid-list authors and analyze their sites.

#### **4. Google Analytics**

When you use Google Analytics you can see where visitors came from—a Facebook ad, a blog post, an interview, a random Google search. Analytics is key to knowing how your audience finds you, so install it and monitor it. Take a look at the most popular blog posts and pages to see what keywords and phrases are bringing your audience there. You can also analyze your market by age, gender, geo, interests, and the technology they use.

#### **5. Facebook Ads**

Facebook Ads is a cheap, easy (and dare I say, one of the fun keyword tools), way to experiment with keywords because you can target a very narrow interest group. Spend fifteen or twenty bucks to drive your audience to blog posts or stories on your website and run two or three different ads with different keywords. Track performance using Ads Manager to see if one version of your ad is working better than another.

## 6. Kindle Samurai

Kindle Samurai is a Windows program that eases the keyword-choosing phase of your marketing efforts by automating your research of relevant high-traffic, low-competition keywords. It seems to be permanently on sale for 50% off, at \$19.90. I know a couple of small presses who use and love this tool, but I can't use it because I'm a Mac user.

## 7. Kindle Spy

Kindle Spy is a browser extension that helps you figure out what Amazon Kindle categories you should choose for your book. See what books like yours are using and what categories are too popular to compete in (saturated with so many books that yours will get lost). This product also seems to be on permanent sale for \$47 with free lifetime updates. I use this tool and find it very useful.

# The Best Marketing Tool Never Used

By Brian Jud



Every day I hear authors and publishers lament that sales are down, and they don't know why. Then they continue doing the same things they have always done, and expect different results. However, there is one marketing tool that can make an enormous difference in one's sales, but it is rarely – if ever – used. It is market research.

People think of market research as a ponderous, expensive technique that must be implemented by professional data gatherers. But you can conduct simple research -- often for free — to help you plan and implement new marketing actions that can increase your sales, revenue and profits.

Here are a few simple steps you can take on your own to discover the cause of poor sales, and provide some ideas for taking corrective actions.

1. **Identify the problem or opportunity.** Let's say sales for Title A are down in Segment B
2. **Analyze existing information.** A review of the sales of your other titles shows they are selling well in Segment B. Furthermore, you discover that sales of Title A are also down in Segments A and C. Further analysis shows that Title A has a low cost, a competitive price, and has been historically profitable. Facebook "Likes" and website click-throughs seem to be on target.  
At this point you feel that although there is a problem, the potential for Title A is sufficient to warrant further examination before disposing of it. You have some current data, but not enough to suggest a remedy. So, move on to Step 3.
3. **Gather additional information.** The data you have on hand is necessary but not sufficient to make a decision about the future of Title A, so you look for outside information (primary research). This could be *Publishers Weekly*, *Shelf Awareness*, segment-industry periodicals, government reports, or a survey of customers.



4. **Analyze all the information you have acquired.** You know that the content of Title A is still relevant and it is a profitable book (when selling). And you found that sales of Title A are down in Segments A, B and C, while sales of other products in those segments are increasing. You feel that a change in marketing strategy is warranted.
5. **Make a decision, and take action.** You decide to revitalize Title A by rearranging the promotion mix, changing its positioning message and offering a limited-time price decrease.
6. **Evaluate the results of your actions and make necessary changes.** After six months of tracking sales you find that although unit sales have increased, profits have declined. So, you decide to change the cover, restore the price to its former level and add a new rep group.
7. **Repeat.** In a given time period you go through this again – for each title and segment. At some point, you may decide that any additional changes will not sufficiently increase incremental sales enough to make a profitable difference. Then it is time to retire that title and focus on your others.

Book marketing is not a one-time event. By gathering and analyzing information to direct (or re-direct) your strategy, you can manipulate your products, distribution, pricing and promotion actions until you find the best combination for each of your titles and each segment in which they compete. Nobody ever said book-marketing was easy, but it can be profitable.

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*Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. company offers commission-based sales of books to buyers in non-bookstore markets. For more information contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 673-7650; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com) @bookmarketing on Twitter*

## What's the Big Idea?



Where and how you start is not as important as where you are going and how you get there. There is an analogy for selling books to corporate buyers. Some will order a small quantity to test your recommendation – and perhaps you. They need to know that your content will work as well as you proposed, and that you will do all you said you would do. If everything goes as planned, your sales, revenue and profits will grow, too. Just give it time to work.

# Why Branding in Publishing Matters

## By Karan Bedi



The first question you should be asking yourself is what actually is the concept of branding in publishing mean? Is it just about attracting and retaining loyal customers or is it something more? In the publishing world, branding is not necessarily what publishers initially take a keen interest in. Publishers rely on their authors to be their brands, which makes it hard to develop a consistent message that reflects the mission of the publishing house as a whole and distinguishes it from the competition.

Publishing brands are not on the mind of the consumer. For instance, take Random House. It's not like Coke or Pepsi. The readers only pay attention only if the book is good or a must-have. But to be clear, most books or eBooks are sold through channel partners such as bookstores (offline & online) and wholesalers who service them. In essence, it is the stores that provide access to the consumer. This is where brand loyalty is more along the lines of author loyalty. This is important because it has a direct impact on profitability. In fact, Codex data shows that consumers are willing to pay a 66% premium for a book by a favorite author over an unknown author.

While it's true that a great book will find its audience, author recognition tends to trump that in the larger scheme of things. For example, John Grisham, Stephen King or J.K. Rowling are brands in their own right. But in reality, it is their creation of a 'series' that have cemented their place as publishing behemoths. J.K. Rowling created Harry Potter and Stephen King, despite his numerous other books, had most of his success with The Dark Tower series. The latter is now being released as a major motion picture next month. Having an upcoming film also tends to increase sales as part of creation and distribution and provides greater return on investment.

In the 21st century, publishers have veered into presenting their books on digital books and platforms. Not only are they selling books, they are selling access to content. Marketing automation has certainly proved pivotal in branding and functionality. With a combination of metadata and analytics, publishers can target readers based on their reading habits and in essence, raise brand awareness. For instance, a publisher can automate their system to send book previews to the readers, where readers would essentially like the suggestions given by the publishers and buy one of the books. Assuming the reader is happy with the publisher's suggestion; they will be more likely to subscribe to that publisher for their future reading preferences.

Publishers are always thinking of new ways of refining their , especially with the use of technology. For example, Wharton School of Marketing professor Jerry Wind says that 'branding will allow a little more differentiation, especially as publishers are moving beyond just books to eBooks and multiple screens and more interactive offerings.' Publishers are getting more involved with interactive technology as more content is reproduced in 3D and virtual reality. This has more scope in academic publishing where interactive content could rise in the years to come. The larger point is that by specializing in one aspect of digital transformation, enhancement or reproduction of authors' work in an interactive format, could serve certain publishers well in the long term.

In the years to come, there will be more varied trends and changes in technology. Publishers will reinvent their brands accordingly. If they don't adapt to the changes, those publishers will be swept away in the sands of time.

## Generate More Sales Ideas – Picture This

When having a creative session, remember that many people respond to visual rather than verbal stimuli. Thus, the adage, “A picture is worth 1,000 words.”

Here is a different way to reach those people. In this exercise use random pictures as a springboard to new ideas. The pictures should not be about books, and can come from any source – magazines, online, screen grabs, catalogs, photo libraries, etc. Collect a wide range of images, using photos, illustrations, color as well as black and white.

With four or five people in a group, reveal one image at a time. Ask for the first thing that comes to their minds. Record all the ideas, and group them on the spot. You can evaluate them later.

The book under discussion may be motivational, and an image of a cat may bring out the word “Petco.” So, you might get Petco to buy thousands of them to give to employees. What other companies could use your book similarly? If your book is about pets, contact the Pet Industry Distributors Association ([www.pida.org](http://www.pida.org)) for distribution to pet stores. An image of a fork may suggest contacting restaurants to use your art book as a “gift with purchase,” thanking customers who spend over a certain amount. A photo of eye glasses may get your team to see the problem more clearly. The quest to seek greater revenue or profits, instead of more unit sales, may lead to an entirely different discussion.

## Upcoming APSS Marketing Webinars

**August 1:** “Website Development and Branding,” By Perry Yeldham, 6:00 pm ET, <http://tinyurl.com/yczvc23h>

**August 22:** “Midyear Marketing Evaluation.” APSS-Philadelphia, 6:00 pm ET, <http://bit.ly/2gODjjX>

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

### *Selling Sunshine* By Tony Hartl

A top entrepreneur helps readers breathe life into a stagnant business by overhauling their approach to branding and customer service. Packed with 75 simple, actionable strategies straight from the trenches of the service industry, *Selling Sunshine* explores the peaks and valleys of running your own business through the eyes of a proven expert.

