



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 8, Number 51 August 2017

Here is your August 2017 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

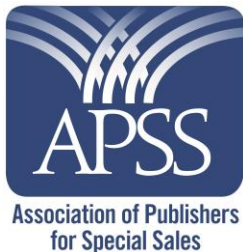


Exhibit Your Book at Frankfurt for \$125

The deadline to register your book(s) for display at the Frankfurt International Book Fair with the APSS discount is September 15, 2017. Register at <http://tinyurl.com/b8tk5t5> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

Join the APSS/JetBlue children's book giveaway

This summer, to help combat the book desert that exists in Ft. Lauderdale, JetBlue is placing four thoughtfully designed vending machines that dispense brand-new, free books for kids aged 0 – 14. Kids are allowed to take as many books as they are interested in – no strings attached -- in hopes that providing free access to books in a fun and convenient way will encourage reading.

Past locations have been in Washington DC and Detroit. Currently the vending machines are in Ft. Lauderdale, but they are looking to expand to four other cities: Boston, Los Angeles, New York and San Francisco. Vote for your choice at <http://www.soarwithreading.com/>

APSS is in contact with them to work closely with JetBlue to get your books to them. More details to follow, but you can donate your children's books at any time.

APSS Tip for Finding Potential Non-Bookstore Buyers

Defining your target customers means identifying the specific characteristics of the people or businesses who you believe are most likely to buy your product or service. These characteristics are sometimes called a demographic profile. Common characteristics used to classify customers include:

- Age
- Gender
- income level
- buying habits

occupation or industry
marital status
family status (children or no children)
geographic location
ethnic group
political affiliations or leanings, and
hobbies and interests.

APSS Tip for Negotiating Large-Quantity Orders

Before you negotiate, consider alternatives for each issue that might arise. The more options you have the, more likely you are to close the deal satisfactorily. You can avoid “take it or leave it” situations and lead the discussion toward a possible solution and away from deadlock. Here is the outline for understanding your most acceptable best outcome.

1) Make a list of all the outcomes that would be ideal for you. Think of all the different options that may come up when you discuss terms for the sale. What is your position on each? Consider these examples of most-beneficial terms:

- a. Short discount
- b. No returns
- c. Little customization
- d. Long delivery time
- e. Large quantity order
- f. Opportunities for recurring revenue
- g. Payment with order

2) What are you willing to negotiate away in return for a favorable outcome? If you must concede on one item in order to get something in return, which of the above criteria is least important to you? If you must grant one point to close the sale, which would it be? For example, customization may not be a major factor to you since you know it entails little marginal cost. But adding a logo to the cover may be critical for your prospect. Customization thereby becomes a quid pro quo negotiating point.

3) What are you *not* willing to sacrifice in return for a favorable outcome? There may be terms upon which you cannot concede. You may not have the financial reserves to print a large quantity of books if they are returnable. In this case, you might offer a greater discount or extended payment terms in exchange for a non-returnable sale.

APSS Tip for Making Persuasive Sales Presentations

There are several ways in which you can present the body of your presentation. One is “Problem-solution.” Why do they want to implement this promotional program? Are sales down? Competition up? Do they want to enter a new market? State the problem and then present your recommendation as the solution. You might say something like, “As the Brand Manager for Product A, Ms. Jones wants to introduce a promotional program that will generate a lot of buzz and reach her sales objectives. My proposal can help accomplish this by”

APSS Top Ten List

Over 750,000 ISBNs were assigned in 2016 for content in various formats (printed, ebooks or audio books), yet less than ten percent sell enough books to be considered profitable. While there are many causes of these circumstances, here are the **Top Ten Causes of Poor Sales**:

1. Content that is poorly written and/or unedited
2. Poor production quality in terms of cover design or page layout
3. Too little or poorly implemented promotion
4. Obsolete or inadequately researched content
5. Bad timing of introduction or promotion
6. Meaningless or confusing title
7. Content not based on market need and with no competitive differentiation
8. Improperly priced
9. Selling only through bookstores, ignoring special-sales buyers
10. Poor or no planning and budgeting

APSS Featured Supplier -- Branding and Website Design



21Thirteen Design, Inc. is a visual branding, marketing and web design agency with clients ranging from the LED Division of GE Lighting to home-based business owners. Our clients include best-selling authors, manufacturing companies, artists, law firms, corporations, ergonomic office

furniture dealers, Life Coaches, Biotech companies, makeup, skin care, electronics and jewelry retailers, service industry companies, dental offices, documentary producers and photographers.

The company was founded by Lead Designer Perry Yeldham in 2006 and is captained by his partner, CEO Adam Giandomenico, with offices in NYC and Boston. For more information contact Perry at perry@21thirteen.

APSS Pro-Files – Deanna Adams and Jill Whitney



APSS exhibited at the Writer's Digest Annual Conference in New York City recently. It was a popular display as more people recognize the benefits of selling their books to non-bookstore (special-sales) buyers. Several APSS members also attended. Shown here are Deanna Adams (APSS-NJ, left) And Jill Whitney (APSS-CT, right, with Brian Jud). Both pitched



their books to agents and editors as part of the program.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Your sales presentation describes how your book can solve the prospects' problems, why you can do it better than your competitors and why they should do it now. This is its centerpiece. Everything else supports this element.

Begin with the information in your proposal. Briefly describe the research you did so your audience knows you have some valid basis for your recommendation. Give an overview of the market conditions that brought you together today.

Describe your *Unique Value Proposition*, the major point that makes your information different from and better than other options. What is it that makes you and your book stand out from competitors? Better than not doing it at all? Better than having them do it themselves?

Then discuss the top three decision criteria as you understand them and get agreement that this list is correct and complete. It is critical that everyone is in harmony. If you see a head shaking, ask that person what else he or she would add as a decision criterion, or why they feel one on your list is inappropriate. The underlying assumption is that if you can meet their criteria, there will be a positive decision to use your book in their promotional campaign.

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

Novel Ideas

Tips to Help You Sell More Fiction in Special Markets

Judith Appelbaum - Sensible Solutions

Is there a news peg for the story? *Rape Awareness Week* gave Walking Bridge Press a handle for getting media interested in *Cherry Love* by Marcella Chester, a story about date rape. To date, results of the Press's target marketing campaign, which emphasizes the newsworthy and nonfiction aspects of *Cherry Love*, include a scheduled mention in *JAMA*, the *Journal of the American Medical Association*; an invitation to speak to volunteers at the Mayo Foundation; a feature story in the local newspaper; and appearances at the Chamber of Commerce and other organizations -- all of which continue to build word-of-mouth enthusiasm.

How to Turn the Tables on Your Broken Outline

By Ally Machate



They say the best way to get from where you are to where you want to go is to map it out. For authors, this means outlining a book before you start writing it. But what happens when you do start writing and realize you're not following the outline? Or that you are, but the content isn't coming together the way you thought it would?

Outlines are funny things. On the one hand, it's important to think through your ideas and how to best structure that conversation before you start writing. On the other hand, once you get into the writing process, you'll find new ideas popping up, new connections arising that you hadn't previously considered, and other changes happening organically. When this happens, you might feel like your outline is broken. But that isn't necessarily so—so how can you tell when to make yourself stick to the plan and when to adjust the plan itself?

First Identify the Real Problem

Outlining a book is a skill that becomes easier and more efficient as you practice it. But in general, the best place to be in is where the main thrust of each chapter remains the same as you outlined, and the majority of your key points/subsections remain but are flexible in terms of the order. If you find that you're basically rewriting the outline for each chapter with totally new subsections or ideas, that can indicate a deeper problem.

Now, it may simply be that you didn't take enough time to think through things at the outset. Or it may be that your ideas were not yet fully developed—sometimes it's the writing itself that becomes a process of solidifying your ideas, arguments, or storylines. The latter is a particularly common problem among nonfiction authors who start writing a book too soon, when they haven't yet done enough testing of their systems or programs in the field with real clients and customers. But both abovementioned issues can be mitigated by outlining a book after the draft is written. When you create a map of what you've written, you can better spot the problem areas—topics that aren't connected closely enough to your main subject, for example, or failures to place instruction and information in a logical order—and then re-plot your map before diving into revisions.

But constant departures from your outline may also mean that you're letting things get away from you. That can lead to a disorderly draft. And this will, in turn, lead to a lot more headaches in the revision period, because you'll have to play archaeologist to uncover the logical flow that you originally set out to establish.

When Your Outline Fails You, Do This

When you find yourself throwing your outline out the window, don't just give it up as a failed exercise. Instead, try this: Take a solid writing day to just work with your outline again. Use post-its or index cards to capture key points or stories. One idea/point per card.

Arrange them according to your outline.

Imagine explaining your concept from start to finish to your ideal client or student. You could even talk out loud as if you were having a conversation or teaching a class. When you hit road bumps, when you realize things need to shift, move those cards around.

When your new structure feels solid and the flow tightly directed to support your reader's journey, get back to writing.

I really love Scrivener for this kind of work, but there are also other tools that'll help you organize your ideas just fine, including a big blank wall. The key is to be able to look at the "big picture." You want to see how all your various pieces are working together.

Outlining a Book Isn't Necessarily Ironclad

Many proud "pantsers" eschew outlines, usually because they prefer a more spontaneous creative process. This approach is most common, and IMNSHO works best, for novelists. "Planners," on the other hand, prefer outlining a book because doing so facilitates the process of thinking through one's ideas. A good outline will also help keep your writing on track. So which is better?

Though I firmly believe all authors (especially for your first few books when you're still learning) benefit immensely from the process of outlining a book, it's really a toss-up. You either put more time into outlining a book and thus begin with a more advanced draft, or you dive right in and invest more time in shaping the raw material later. Ultimately, it comes down to what works best for you. But I do want to correct one misconception: The purpose of outlining a book isn't necessarily to produce an ironclad roadmap. The thing is, no matter how much time you spend thinking through your outline, you'll probably still depart from it as you write. You'll notice places where things may

need to shift for better impact or to make the progression of ideas clearer. You may decide to give an idea its own section where it didn't have one before. That's okay. An outline isn't meant to be so rigid. But the exercise of writing one, and trying to stick to it, will still make your life easier and your initial drafts stronger. Especially when writing a nonfiction book.

Create a Pitch Pack to Use During Sales Presentations

By Brian Jud



Did you ever watch golfers look through the assortment of the clubs in their bags before choosing just the right one for a particular shot? Think of the benefits of your content as individual *clubs*, each to be brandished as circumstances warrant. When your prospects tell you what they want to buy, pull out the appropriate “club” and describe what your content can do for them. Do not use a driver when a sand wedge or putter is the better choice.

When you are invited to present your proposal to prospective Business-To-Business (B2B) buyers, prepare all the information they need to make a favorable decision. This is your Pitch Pack – your golf bag, so to speak. It is your personal selling kit customized to each sales call you make. It includes an array of items from which to choose the most effective combination of benefits for any situation. An organized, concise and customized Pitch Pack will elicit the response, “I see you did your homework.”

A Pitch Pack has two parts. The first contains general information about the author, the publishing company and the book under consideration. The second part is customized to each prospect. This includes your proposal, spreadsheets, supporting data and a copy of your book autographed to each participant.

Part One: General information

Include the information that is applicable to all prospects. Buyers want to feel comfortable knowing more about the content of the book(s), the author's credentials and the history of the publishing company. Part One should include a one-page summary. If you have one title, then describe its benefits. If you have multiple titles or a more extensive product line, include separate material or your complete catalog. Your one-sheet should include:

- 1) **A description of your book.** Include a four-color, high-resolution front cover image. Briefly describe its content in 25 words, perhaps with a dot-point listing of its major general benefits.
 - What is most memorable or unusual about your book? Show your prospect that using your book will get people talking about it – and as a result, talking about their product.
 - What differentiates your book from competitors? This will serve you well if your prospect is considering a competitive title.
 - What causes people to read it and say *wow*?
 - What are the top five reasons why it is particularly suited as a promotional item?
 - Who else said the book is great? Include endorsements from industry notables, particularly if they are relevant to these prospects.
- 2) **About the author.** Include an author bio describing why he or she is qualified to write on this topic. What is the author's experience? Education? Knowledge of the subject? If the author is

also a qualified speaker, list the topics on which he or she is qualified to speak.

- 3) **About the publisher.** In the back of the buyer's mind will be the question if you can do all that you say you can. Can you produce the book to their standards of quality at the price you have? Can you deliver on time? Can you deliver additional quantities quickly if necessary? Show that you can.

Part Two: Information customized to each prospect.

Prepare a one-page handout that describes your proposed recommendation to use your content as a promotional item for this buyer. List the research you have done and why you believe your content will help the buyers solve their problems and meet their objectives. Use this as your "talking piece" during the presentation. It is also a good summary piece and leave-behind for people who will not receive your detailed package. Also include an executive summary to recap your proposal. This also serves as a guide to help you through the presentation.

One way to prove you are serious about selling your books is to assume the sale. Demonstrate your confidence by having an order form ready to sign. Of course, you cannot know before and all the details of the order, but you can complete all the "boilerplate" details and leave negotiable parts blank, to be filled in later.

Spaces to leave blank include the order quantity, unit price, delivery date and description of the customization (i.e., logo to be placed on the cover). If there will be no customization, write that in the blank space. In fact, make sure all blank spaces are filled in, even if it with N/A (Not Applicable). At the bottom, leave room for signatures of both parties and the date of the commitment.

You are dealing with career buyers and competing against experienced sales people. A professional Pitch Pack will demonstrate that you are prepared and have done your homework. You will be taken more seriously, and more likely to get the big order.

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 or www.premiumbookcompany.com @bookmarketing on Twitter

What's the Big Idea?

=The Titanic sank after hitting an iceberg and only 705 of its 2200 passengers and crew survived. There were too few life boats onboard, but with a little creativity more lives might have been saved. For example, what if the crew saw the iceberg as a sanctuary instead of a cause of death? They might have ferried people there. Or what if the Titanic maneuvered close enough for people to jump on it? Unfortunately, we'll never know.



If we learn an important lesson from that tragedy we can solve more problems. The lesson? When people look at something they only think of it in traditional terms. The crew of the Titanic saw the iceberg as a menace to be avoided. They overlooked possible solutions hidden in plain sight, much like publishers overlook the opportunity for lucrative sales to buyers in non-bookstore markets.

For more information on this concept, see my article “Two Ways to Become More Creative” among many other free articles at <http://tinyurl.com/85o9f3k>

What intellectual property rights are (and how to protect them)
By Nupur Shah

I see that entrepreneurs are often confused by what intellectual property means. Some think that it includes real estate/property. Others get the terms all mixed up – they want to patent a brand name, or trademark a product.

As an Intellectual Property Law attorney, it is my job to explain that brand names are protected by trademarks and products by patents.

Entrepreneurs may develop and own brands, logos, taglines, designs, products, processes, formulae, etc. in their business. All of this together is known as intellectual property. A business can own intellectual property in the form of trademarks, copyrights, patents, or trade secrets.

Each intellectual property right can be secured through a formal registration process. The risk of not securing these rights is that you could lose them to someone who registers them first and then have to fight to get them back.

The danger of not securing your intellectual property rights

Case in point – Susan. Susan not only lost her brand name because she failed to register it as a trademark, but ended up losing thousands of dollars in the process.

Susan is a fashion designer. She started her company called Clarity, Inc. and registered it as a corporation with the New York Dept. of State. She also used Clarity as her brand, and invested a substantial sum of money in creating, developing, and promoting it.

Two years later, Cynthia, who is also a fashion designer, was also using Clarity as one of her brands and registered it as a trademark with the United States Patent and Trademark Office (USPTO). Now this created a problem because customers started getting confused between Susan's and Cynthia's "Clarity" brand.

Even though Susan was first in using the Clarity brand, Cynthia beat her to the trademark registration process. Trademark registration is a first to file system and the subsequent filer ends up having to fight to secure trademark rights.

In this case, Susan would have had to have fought Cynthia in court or before the USPTO and show that she was using Clarity before Cynthia. Or, Susan could rebrand. But with each of these options, she would end up spending or losing a lot of money.

Ultimately, Susan decided to rebrand. She lost her Clarity brand plus the money and time she spent building and promoting it.

Now that you know the importance of securing intellectual property rights by registering them, let's look at the different forms of intellectual property rights and what each one covers.

Trademark

Trademarks protect any symbol that indicates the source or origin of the goods or services to which it is affixed. Trademarks can be:

Brand names ("Apple")

Product names ("iPad")

Logos/Symbols (Apple's Apple logo)

Taglines (Nike's "Just Do It")

Drawings

Sounds (Chime of Apple's Mac computers powering on)

Colors (Christian Louboutin's red outsoles)

Scent (Verizon's "flowery musk" scent that perfumes select stores)

The USPTO decides whether to grant trademark registrations. Trademark law and courts have set forth many factors that help the USPTO determine whether a trademark is registrable. For example, a weak mark that is generic will be refused registration. Similarity with other existing trademark applications or registrations will also bar registration.

Once registered, it confers federal protection over a brand, logo etc. i.e. it gives countrywide protection. A registered owner of a trademark can then use ® to notify others that they have a registered trademark.

Copyright

Copyrights protect original artistic, literary, and creative works such as paintings, sculptures, architectural works, photographs, graphic designs, fabric designs, jewelry designs, books, written works, software, and websites. In order to have copyright protection, each work must be fixed in a tangible medium of expression. Mere ideas cannot be protected.

A copyright automatically attaches to artistic and creative works once they are created. Registration with the U.S. Copyright Office enables enforcement of copyrights against those who copy registered works.

The standard for copyright registration is a minimum degree of creativity. But it excludes from its purview useful or functional items, such as clothing or furniture.

Patent

Patents protect novelty or inventions, such as biological, mechanical, internet, games, and jewelry. Patent registration provides exclusivity in the market and prevents competition for the time that the patent registers.

Utility patents are valid for 20 years from the date of patent application, and design patents are valid for 15 years from the date of issuance.

Trade Secret

Trade secrets are valuable assets proprietary to businesses. They can be recipes, formulae, marketing techniques, customer lists, business methods, or anything that gives the business an opportunity to obtain an advantage over competitors who do not know it or use it.

This is the only form of intellectual property right that does not require registration. In order to maintain trade secret protection, it must be kept secret by having a trade secret protection plan, educating employees, and having non-disclosure agreements in place.

While intellectual property rights seem neatly compartmentalized, there is some overlap. For example, while a logo may serve as a trademark indicating the source of the products, it can also be copyrighted because it is a creative/artistic work.

There are many nuances to intellectual property rights and entrepreneurs should consult an attorney to determine the most strategic way to protect them.

Need help finding a lawyer? Download the Freelancers Union app to access a network of lawyers who understand the freelance life.

Please note: this post does not constitute legal advice and does not establish an attorney client relationship without the existence of an individual engagement letter

At Nupur Shah Law, P.C., we work with start-ups and businesses to create customized legal solutions. We develop business agreements and help setup a legal structure so that businesses are fully protected. We also advise and assist clients in securing their brands, designs and inventions with trademarks, copyrights and patents.

Have a Creative Session to Generate More Sales Ideas Angels and Devils

When you conduct brainstorming sessions, some people cannot help being negative. That is not bad, it's just the way they are. And sometimes it is good to have an opposite opinion if the momentum of "group think" is heading in only the positive direction with no counter arguments. This creative exercise addresses and utilizes both perspectives constructively.

Instead of allowing either negative or positive dominance in a creative session, seek both. Ask all attendees to write three positive and three negative things about the topic under consideration. This allows negative people to present their positions and forces them to address the other side.

Upcoming APSS Marketing Webinars

September 7: "What's New On Facebook: It Will Help You Market Your Book!" By Barbra Drizin, 6:00 pm ET, <http://tinyurl.com/y7kbzzar>

September 21: "The Dual Path: Managing a Writing Life Alongside a Career or Business," by Patricia Morrison, 6:00 pm ET, <http://tinyurl.com/ycl7fagu>

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

Lead Yourself First: Inspiring Leadership Through Solitude, by Raymond M. Kethledge & Michael S. Erwin. A guide to the role of solitude in good leadership, including profiles of historical and contemporary figures who have used solitude to lead with courage, creativity, and strength

