



# THE SALES INFORMER

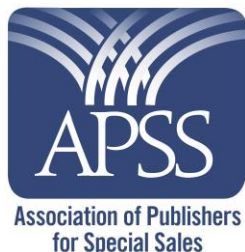
## Association of Publishers for Special Sales

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

Volume 5, Issue 9, Number 52 September 2017

Here is your September 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



#### UPS and FedEx Take Different Approaches to Peak Holiday Volume

If you use UPS for your small package residential shipments, expect to see a jump in costs this holiday season. UPS announced that it will add a 27-cent charge on all Ground residential packages from November 19 through December 2 and then again from December 17 through December 23. Air packages and packages that qualify as large or over maximum limits will also see an increase.



In a notable departure from UPS, FedEx will not follow suit. Instead, the only holiday surcharge they will be adding is for packages that are big or bulky enough to require special handling.

PartnerShip®, the company that manages the APSS Shipping Program, has taken a closer look at these changes. [Click here](#) to learn more about what shippers can expect this holiday season.

APSS members receive exclusive discounts on select FedEx® services through the APSS Shipping Program. For more information and to enroll, visit [www.PartnerShip.com/APSS](http://www.PartnerShip.com/APSS)

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

Donald Sutherland was offered 2% of the royalties from *Animal House* or \$35,000. He took the \$35,000. Have you ever left money on the table because you wanted the sure thing? Book marketing is full of opportunities and risks. Do you play it safe in bookstores or venture into non-bookstore markets?

### APSS Tip for Negotiating Large-Quantity Orders

Don't think about how many books you can sell, but about how you can sell them. As Warren Buffett said, "Games are won by players who focus on the playing field, not by those whose eyes are glued to the scoreboard."

## APSS Tip for Making Persuasive Sales Presentations

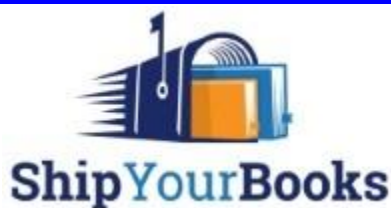
Would the optimist say half a glass of arsenic is half full or half empty? Sometimes a person's perception is situational. The circumstances of each selling situation are unique, perhaps even with the same person at different times. Take some time to read the dynamics of each situation before plunging into your pitch.

## APSS Top Ten List

### The Top 10 Benefits To Corporations for Using a Book as a Marketing Tool

1. Ease of redemption – a book can be downloaded
2. Flexibility – content can be delivered in different formats
3. Customization -- with logo on the cover or with a tip-in page
4. Portability – books can easily be carried
5. Effectiveness – a promotional message may be repeated throughout the book
6. High touch – books are easy to use and pass along to others
7. Durability – books do not break
8. Longevity – books do not die (as flowers do)
9. Creativity – their many combinations of message, content and format
10. Reinforcement of other promotional messages

## APSS Featured Supplier – Ship Your Books



As an author you realize that the primary responsibility for marketing your book falls on you. So if you're spending your time doing \$10 tasks like packing books and running to the post office that means you aren't spending that time doing marketing. That's where Ship Your Books comes in. You store your books in our centrally located facility and when you get a new order for your book we automatically receive that order notice. We pack your orders and ship them out that same day. The process is entirely hands-off for you! For more information please visit [ShipYourBooks.com](http://ShipYourBooks.com) or phone (812) 877-7100.

## Novel Ideas Tips to Help You Sell More Fiction in Special Markets

Do you write novels for adolescent and preteen boys? If so, you may be interested in a sub-genre that is developing (*Wall Street Journal*). An example is "Spurt," a book for boys by Chris Miles, which is "filled with frank talk about exactly what is happening to the main character's young body." Recognizing that young boys may not want to be seen reading such a book, the jacket features a "dark blue cover for a different, fake book" about hot-air balloon disasters.

## APSS Pro-File – TLC Graphics



APSS Partner TLC Graphics is donating books to libraries and bookstores damaged by Harvey. They are working with their Houston-based client LongTale Publishing and their iWrite literacy organization to make the donations. TLC will be collecting donations for these organizations through October and plans to deliver books as soon as they are ready to accept new reading materials. Please contact Tamara Dever at [tamara@tlcgraphics.com](mailto:tamara@tlcgraphics.com) for information on where to send your books. You may want to consider signing the books before donating. :)

We thank you in advance for your generosity!

## Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Asking for a blurb? Ask nicely in a well-composed, personal email. Don't send your request by Facebook or Twitter -- email is best, when possible. Here are the important points to include in your letter when asking for a book quote:

- Quickly introduce yourself in a personal way, then state that you're asking for a book jacket quote.
- Briefly offer the details about your book: genre, story, publisher, release date.
- Explain why you think the contributor is a kindred spirit who might like your book. Possible reasons could be: you also like his/her writing; one of the author's titles compares well with yours; or you both love and write about the same topics.
- Give the contributor a deadline for the potential endorsement, but offer as big a timeline as possible.
- Let the contributor know where the blurb will be used. Will it be on your book cover, your author website, or both?
- Don't forget to say thank you!

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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 items

## Keep Building Publishing Relationships

By W. Terry Whalin



I had not heard from this author in several months then I received this follow-up message: "Since I haven't heard back from you, I'll assume you're not interested. Just wanted to let you know that I'm pursuing other publishers for my book. Cheers"

What did she submit? It had been weeks ago so I used my search tool for my email and located her "submission." It was a scattered "idea" of a book project claiming that she was too busy to properly put together anything else. The submission didn't contain her name, contact info, her marketing ideas or a brief bio. When it arrived, I reviewed it and confirmed receipt but I assumed that something much more polished and presentable would be coming. It never arrived so I had nothing to present to my publication board. Instead I received her follow-up note.

This author is clueless of the volume of submissions that editors and agents receive—nor the necessity of building (not tearing down) relationships with these publishing professionals.

As writers we need to continually grow our connections and relationships. Here's some positive ways to grow these relationships:

First, **follow the editor or agent and their writing**. It may be as simple as reading [their blog](#) on a regular basis (if they have a blog) or following them on [Twitter](#) (and if you follow them back you have a direct connection to them and can send them little bits of encouragement—we all need it).

Or get connected to them through [LinkedIn](#) (which is another tool that I'm using to be connected to different editors). Or befriend them on [Facebook](#) and follow their posts and comment on them or “like” them. These connections do not have to take tons of time or energy or cost lots of money but you do need to be actively developing and strengthening new connections on a regular basis

Next, you want to polish your writing and [proposals](#), and then be sending them out on a regular basis to the editors and agents in your path. And if you don't hear any response (which happens fairly often because of the large volume of submissions), after a few weeks' time, I encourage you to gently follow-up. Not as the opening example in this entry—but maybe something simple as, “I'm double checking to make sure you received my submission which I sent on this date.”

Email gets messed up and we receive a lot of it. The simple checking to see if they got it may spur the editor or agent into action and get you the attention that you wanted in the first place.

Another way to build publishing relationships is a little harder for me to explain but I'm going to try. I listen to my inner thoughts and take action on those thoughts. Some people would **call it listening to the “still small voice”** which directs your daily actions. For example, today I was reminded of one of my Morgan James authors and I wrote a little email checking in. Or it might be an author that I've not heard from in a while and the author comes into my thoughts—and I write a simple email to this person.

Sometimes I hear nothing from those little emails (and it will work the same for you). Other times I reach out to an author just at their point of decision and they are trying to figure out which way to go. Because I've reached out to them, they come my direction as opposed to going another way (and I'm talking about my work as an acquisitions editor here but it can also happen with my writing life). One of the keys in this publishing business is being in the right place at the right time. It can only happen if you are taking consistent persistent action.

How are you building publishing relationships this year? One of the best ways is to plan to [attend a writer's conference](#). There are many different choices in this area. [I'm speaking at a number of different events around the country](#). I'd love to help you and hope our paths cross soon—either on the phone or email or face to face at a conference.

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*W. Terry Whalin, a writer and acquisitions editor lives in Colorado. A former magazine editor and former literary agent, Terry is an acquisitions editor at [Morgan James Publishing](#). He has written more than 60 nonfiction books including [Jumpstart Your Publishing Dreams](#) and [Billy Graham](#). To help writers catch the attention of editors and agents, Terry wrote his bestselling [Book Proposals That Sell, 21 Secrets To Speed Your Success](#). Check out his free Ebook, [Platform Building Ideas for Every Author](#). His website is located at: [www.terrywhalin.com](http://www.terrywhalin.com). Connect with Terry on [Twitter](#), [Facebook](#) and [LinkedIn](#).*

# Prioritize Your Prospect List for More Sales

## By Brian Jud



It is easy to create or buy a list of prospective buyers for your titles. But any list is comprised only of *suspects*, names of people who might fit the description of those in your target audience. You will waste time and money if you initially treat each as having the same need and desire to purchase your books. But by using a simple technique, you can remove those with no interest in buying your products and devote your marketing attention to contacting those with a higher likelihood of buying.

In this process, you rank potential buyers according to various criteria that you define. They begin as suspects, simply names on a list. Then as you qualify them according to their fit with your criteria, they are either removed from your list, or become prospects. Once they buy, they become customers.

There are two steps to qualifying and prioritizing your suspects. This system recognizes that some people take longer to make decisions than others, have different reasons for buying, or may be at varying levels of familiarity with you and your titles.

### Step One: Qualify

Assuming that you have a list of “suspects,” begin by removing those that will obviously not buy your books. Organize the remaining prospects in categories that make it easier to contact each. Do this by evaluating each prospect against a list of buying criteria, such as these:

- 1) By size of opportunity. Some people may buy one book at a time, while others have the potential for buying books in large quantities. The latter group involves the most lucrative sales, so these buyers would make good prospects. For example, niche bookstores online may display your title on their website and purchase from you as sales are made, usually for one book at a time. On the other hand, a company buying your books to use as a premium may purchase thousands at a time.
- 2) By the people involved in the decision. There are two groups of people involved in many book-buying decisions, particularly in special-sales situations. First are the people who *make* the purchasing decisions; and second are those who *influence* them. Typically, you must reach both in order to complete a large sale. Make a separate list of buyers and influencers at those firms that may buy in large quantities
- 3) By your familiarity with the market. You probably know more about selling to various potential markets than you do about others. Some, such as libraries and airport stores, mirror the traditional distribution channels with which you are familiar, so you are likely to enter these networks more quickly. Arrange your prospects into groups accessible by similar distribution channels.
- 4) By benefit (to them). People buy for their reasons, not yours. And they all have different reasons for doing so. For instance, book buyers in supermarkets seek quick inventory turns on limited shelf space; bookstores buyers look for increased traffic through their stores, and TV and radio producers want a great show for their audiences. Classify prospects by similar needs.
- 5) By means of communication. Some people prefer to be contacted by telephone and others by email; some by direct mail and others by personal visit. Find out how people want to learn about new titles, and group them accordingly. This will streamline your marketing activities while accommodating their wishes.



6) By their awareness of your topic. People move through a series of stages before buying a book. First they are unaware that it exists. Then, once they learn about it, they may not understand its benefit to them. After a series of exposures to your message they may (or may not) decide to buy it. Unfortunately, people are at various points along this continuum at any given point.

Categorize people by their knowledge of your topic. For example, members in the National Association of Sales Professionals (<http://www.nasp.com/>) will be familiar with the potential benefits from your book on selling skills, and probably ready to buy more quickly.

7) By their ability to buy for others. You could sell one of your children's books to each of hundreds of daycare centers. Or, you could sell hundreds of books to one buyer at Kindercare. Which strategy do you think would be more profitable? Seek those who can purchase and receive books, and then re-distribute them to others.

## Step Two: Prioritize

Once you have organized your suspects into lists of prospective buyers, rank them in the order in which you will contact them. For example, not all of those who are aware of your topic are equally interested in, or qualified for buying your books. Prioritize them according to a priority system that might look something like this:

**A priority.** These are your top prospects. They are most likely to purchase your books, have a short buying cycle, or could possibly order in large quantities.

**B priority.** Potential customers who may buy a smaller quantity of books, or have less need for – or are unaware of — your title. These people could be lucrative buyers if you market to them appropriately.

**C priority.** These prospects may have no budget now, but “call me in six months.” Or, they may have recently purchased a quantity of similar books. Remember that C prospects may turn into A-priority people in the future. If they have no need for your title, remove them from your list.

Now it is time to begin contacting your prospects and converting them into customers. Spend time every day with A and B prospects. Work frequently with the As to close the sale. Explain your topic to the Bs, persuading them to increase their order size or get them to buy more quickly. Revisit your C list periodically to remind them that you will be around when they are ready to buy. Contact them periodically to keep your name before them.

Use contact-management software to keep good records of each prospect, and immediately plan when your next contact will occur. Continue to follow up until you receive a positive or negative answer. If the answer is positive, send the requested information or a sample of one of your books. Then follow up again. If the answer is negative, add the respondent's name to a list of C prospects to contact again in three, six or nine months.

Use this system to organize your selling time and prioritize your contacts. Eventually, you will be more effective and efficient, increasing your sales and profits.

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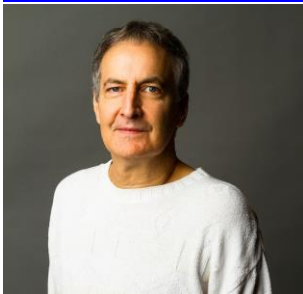
*Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. company offers commission-based sales of books to buyers in non-bookstore markets. For more information contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 673-7650; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com)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

## What's the Big Idea?



This was on the back of a cereal box. Does it give you any ideas? You may not have a children's book, but what if you wanted an idea for a corporate tie-in for selling your book? The Subaru Loves Learning initiative conducts the annual Science Books & Film Prizes for Excellence competition to recognize outstanding scientific information (fiction and non-fiction) for young audiences. They not only recognize the best science books for kids, they “distribute” books to schools around the nation. See [www.subaru.com/partners](http://www.subaru.com/partners) for more information.

## A Book Topic with Pizazz by Jeff Davidson



Once you've selected a book topic, how can you ensure that it will work with live readers? Here are factors to consider about on writing on a topic with authority and pizazz:

1. Is the topic something that is consistent with your background, your experience, and your being? For example, many people today who want to write about various aspects of leadership, have, in fact, never led anything in their lives. Yes, one usually can assemble a fairly good manuscript by collecting information from articles on leaders, observing leaders, working with leaders, and interviewing leaders. However, there is simply no substitute for being a leader. Any knowledgeable readers is likely to detect the nuances.
2. Do you have a burning passion to write about this topic? If you do, you'll drum up energy and enthusiasm that will easily radiate to your readers. If you're only semi-passionate about your topic, or not passionate at all, you still may be able to write it effectively, over an extended period of time. However, with the passion factor missing, you may find yourself less and less eager to continue.
3. Can you, or will you, go the extra mile to stay at the forefront of your topic? Are you continually seeking out new data, insights, perspectives to offer? If you're a how-to author, enthralling readers is vital.
4. Can you add personal stories and anecdotes that will make your writing memorable? Stories and anecdotes, if offered powerfully, can make an indelible impression in the minds of your readers.

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Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit [www.BreathingSpace.com](http://www.BreathingSpace.com) for more information.

## A Decade of Hashtags and You're Still Doing It Wrong By Carmen Collins, Cisco



The hashtag recently turned 10 years old, but after all these years, it has still got to be one of the most misunderstood social media tactics ever.

Hashtags were a Twitter invention that allowed you to find, follow and engage in a conversation. They're a way to get your content in front of people who aren't following you, but are talking about a subject similar to what you're posting about.

Think of a hashtag like a conversation at a party. When you're at a party, you don't want to be in the corner mumbling to yourself. You want to be the life of the party, the person everyone is talking to. Yet, when used badly, hashtags can quickly turn you into an outcast. Or, to paraphrase the character Inigo Montoya from "The Princess Bride"—"You keep using that hashtag. I do not think it means what you think it means." Here are three mistakes I see after all this time.

### **Branding With a Hashtag**

Let's say you're in Austin hanging out with the cool kids at South by Southwest. The hashtag everyone is using to talk about the event is #SXSW, but you want to brand that conversation and let everyone know your company is part of it. So you change the hashtag to #BrandNameSXSW.

Congratulations! You've just taken yourself out of the conversation and started one that you're only having with yourself.

There's a better way to go. For example, at Cisco, we want to talk about how great our intern program is. We could use #CiscoIntern, but the only people using that hashtag are already Cisco interns. If we split the hashtags instead, using #Cisco and #Intern, we've now branded the conversation but are still participating in the larger conversation among all people talking about internships. Actually, we've reached more people this way, so we've more effectively branded ourselves in the conversation.

There are two exceptions to the above rule that make this an acceptable hashtag practice.

1. If you're tracking a contest. In this case, you don't care about getting into a conversation. You want to track a contest using your unique hashtag. Carry on.
2. If you have the money to promote a branded hashtag and it's interesting enough to become the conversation. You're the host of the party and you've invited thousands of your closest friends. Proceed.

### **Usurping Conversations You Shouldn't**

Remember, hashtags may not be what they seem. Do your research. What is that hashtag about, and does it make sense for you to use it?

When #WhyIStayed was trending on Twitter, DiGiorno used the hashtag to promote its frozen pizza. What the brand didn't realize was that the hashtag was trending around the struggle of domestic violence. Welcome to your new PR crisis.

Remember, just because something is trending, doesn't mean you need to show up in the conversation, especially if it doesn't apply to your brand at all.



For example, let's say the hashtag #RuinAGoodThingIn4Words is trending. If you can be clever and ruin something in four words that relates to your business, have at it! But if it's just four random words, why bother? What does getting into that random conversation earn you, other than a few sideways glances?

### Not Using Capital Letters

Which is easier to read: #CiscoIntern or #ciscointern?

You have mere milliseconds to capture someone's attention in their Twitter feed, so why not take the extra time and make it easy for the user to identify with your content?

There's also the most infamous example of this mistake I know of—when Susan Boyle released her album with the #susanalbumparty. Go ahead, read it again if you need to. I'll wait.

See? Capital letters are your friend.

Hashtags hold power, but like any other power, it can have adverse affects if not used in the right way. Know them, love them and use them wisely.

Carmen Collins is the social media lead on Cisco's Talent Brand team, and was recently named the 2016 Social Media Professional of the Year by PR News. Over her career, she has helped several Fortune 500 companies engage with their audience through great content and building relationships. Follow Carmen: @CShirkeyCollins

## Upcoming APSS Marketing Webinars

**Oct 4:** "Sell More Books in the Holiday Season," by Brian Jud, 6:00 pm ET, <http://tinyurl.com/yc46w8wh>

**Oct 10:** "The 15 Biggest Mistakes Entrepreneurs Make When They Only Have 30 Seconds at the Microphone," By TSUFIT; 6:00 pm ET, <http://tinyurl.com/y7vxpsc8>

**Nov 14:** Forming and Using a Book Marketing "Street Team," by Ally Machette; 6:00 pm ET, <http://tinyurl.com/yb3zpmxw>

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

*The Billionaire Who Wasn't: How Chuck Feeney Secretly Made and Gave a Fortune*, by Conor O'Clery. Chuck Feeney was born during the depression with nothing to his name. Over the course of his career he amassed a fortune in the billions primarily through Duty-Free Shoppers, the world's largest duty-free chain. As his wealth grew, Chuck found that his life was not a fulfilling one. Taking Andrew Carnegie's gospel of wealth to the extreme, Feeney chose to sign over his entire fortune to a secret nonprofit trust. This would allow him to focus on real work and results rather than sifting through thousands of grant applications and proposals. Giving away hundreds of millions of dollars, he has since made his impact felt on the global scale.

