



THE SALES INFORMER

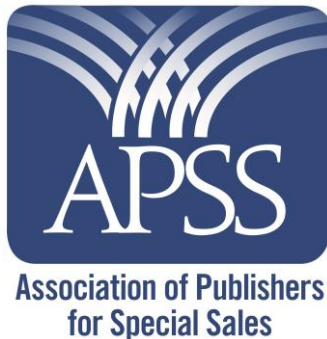
Association of Publishers for Special Sales

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

Volume 7, Issue 7, Number 74 July 2019

Here is your July 2019 issue of *The Sales Informer* ezine. We intend this to help APSS members sell more books to non-bookstore buyers. This newsletter is sent only to paid APSS members. If there were any problems with this delivery, please let me know.

APSS Update from the Executive Director - Brian Jud



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

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.

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.

Update on Book Selling University (Sponsored by APSS, BookLife, Bowker and Ingram Spark)



Book Selling University has courses to help you produce better books and sell more of them. Today's featured course is BSU -164: How to Create Your One Hour Book Outline, by Michelle Vandepas. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times #APSSbrianjud

#bookmarketing

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 best 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 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.

Eliminate the Ingram Spark \$49 set-up fee -- With Your APSS Discount

Save \$49 set-up on the IngramSpark set-up fee with your APSS membership. IngramSpark is an award-winning online service for indie authors that provides the same quality print and distribution services enjoyed by big-time publishers. Once you finish and format your book, IngramSpark makes it possible to share it with the world, including readers, over 39,000 booksellers, and librarians, and more than 70 online retailers. Focus on what you do best — creating innovative content — and let IngramSpark do the rest: print, ship, and distribute your book.

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In addition, you get discounts on other services such as:

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- 20% off flowers and gifts at FTD
- 10% off professional chauffeured car service at GroundLink. Plus 25 off your first ride!
- Free procurement service for hard to find items
- 6% off business catering
- 5% off fresh fruit delivery

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APSS Top Ten List

Murphy's Law is alive and well in the publishing industry. Things often go awry, and seemingly at the worst possible time. I combined several different lists to create this one of Ten Ways Murphy's Law Applies to Book Publishing.

1. Authors wish the buck stopped here, as we could use a few.
2. When you get books from the printer, the first page at which you look will have a typo.
3. If everybody could be interested in our books, why isn't anyone buying them?
4. Some authors get lost in thought because it is such unfamiliar territory
5. Many authors should exercise their right to remain silent because anything they say will be misquoted and used against them.
6. Everybody exaggerates on the air, but it doesn't matter since nobody listens.
7. The 50-50-90 rule: Anytime you have a 50-50 chance of getting something right, there's a 90% probability you'll get it wrong.
8. You can't have everything. Where would you put it?
9. Research is important. In fact, a recent survey shows that 3 out of 4 people make up 75% of the book-buying population.
10. We all start out in publishing with nothing, and after a few years we have most of it left.

APSS Featured Supplier



BookBaby has grown to become the nation's leading self-publishing company. We believe in People Powered Publishing, which means our crew of authors, poets, bloggers, and artists are dedicated to helping all writers self-publish successfully. From first-timers to veterans, novelists to photographers, we've helped thousands prove that it doesn't take a traditional publishing deal to bring a dream to life. You can do it yourself—and BookBaby has the friendly customer service, knowledgeable publishing specialists, and quality book printing you need to get the job done. For more information contact Steven Spatz at sspatz@bookbaby.com or Dan Baker at dbaker@diymediagroup.com

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



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 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)

“You talk about selling books to corporate buyers, but can you give me a place to start?” Alice Grasso

Sure. Here is 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 for more information.

Should You Redefine Your Business Model?

By Brian Jud



Based on my 25 years as a participant in, and consultant to, the publishing industry, I estimate that close to 100% of self-published authors and more than 90% of independent publishers seek sales only through libraries and bookstores (both bricks and clicks). If you are in that category you are significantly reducing your ability to reach and sustain profitable growth.

But what can you do? Look for sales in a larger, more profitable arena – non-retail markets. Examples are buyers in corporations, associations, schools and the military. Re-allocate your publishing company’s resources by focusing on buyers who will purchase your books not for resale, but to give away. Create a new business model to focus on this untapped opportunity to increase your sales, revenue and profits. Here is how you can do that.

- 1. Seek dual distribution.** Selling only through bookstores is not necessarily bad, just limiting. It should not be your sole source of revenue. Look for additional sales to non-retail buyers who could use your content as a promotional tool, purchasing your books in large, non-returnable quantities.
- 2. Lower the cost.** Non-retail buyers are looking for promotional items that will help them reach their company’s (or association’s or school’s) objectives yet stay within their budgets. In this model your emphasis is driving down your unit costs – without sacrificing quality – so you can compete against coffee mugs, umbrellas, golf shirts and similar items. Do this by printing in larger quantities, eliminating unnecessary embossing or other frills, or publishing books in a more economical size.
- 3. Raise the price.** There are times when you might choose to be the high-priced entrant in your category. Reasons include creating an image of high quality, selling books with a leather cover (for use as an upscale corporate gift) or offering customized books.
- 3. Customize the form.** Instead of selling only printed books, you might produce content in the form desired by your prospect. This might be an ebook, a booklet, an audio book or even through personal presentations.

4. Look for international sales. Generate additional revenue from sales outside our borders. Sell the foreign rights to your books, have your content translated into other languages or enter into other cooperative arrangements.

5. Integrate vertically. There is no formal distribution channel that reaches most non-retail buyers. However, there are thousands of independent sales people who call on them. Find groups or individuals to represent your books to corporate buyers. Or, you can sell directly to them. Or, I can do it for you (www.premiumbookcompany.com)

6. Sell horizontally. If your content is suited for a particular function across industry lines organize your business around selling to prospect who might be Human Resources Managers, Marketing Managers, Safety Directors or Executive Directors of Associations.

You may have multiple prospective customers or markets. If so, organize your business to focus on the needs of your primary customers and seek experts in other areas to extend your reach without extending your resources.

The key question is to ask yourself, “Does my current way of running my business optimize my revenue opportunities?” If the answer is no, look into other ways to generate more profitable sales. This does not mean abandoning that with which you are familiar, but re-organizing to create a new dimension for long-term growth.

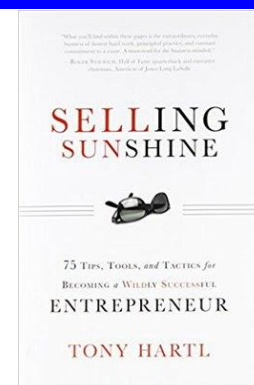
Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. His company offers commission-based sales of books to buyers in non-bookstore markets. For more information contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 673-7650; brianjud@bookmarketing.com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

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.



What's the Big Idea?

There is a famous quotation that says, “Don’t follow on the path where others have been. Go in a different direction and leave a trail.” That applies to non-bookstore marketing, too. Instead of automatically selling your books through bookstores where all your competition resides, look for new, non-competitive markets. Sell your books to corporations and associations as premiums and ad specialties. Not only will you be on the right path, but you will be heading in the right direction.

