



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.**

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Here is your August 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



Association of Publishers
for Special Sales

Are you in Southern CA? Two upcoming APSS events there

1. APSS-Los Angeles is having its kick-off meeting on September 8. It will be held in the Great Room Café, 2810 Artesia Blvd in Redondo Beach, CA, starting at 9:00 am. Meet other authors and publishers interested in learning how to sell their books in large, non-returnable quantities. It will be a great opportunity to get the latest information on marketing as well as networking with like-minded people. For more information or to RSVP contact APSS-LA President Tonya McKenzie at tmckenzie@sandandshores.com
2. Attend the combined APSS-Santa Clarita and APSS-LA Book Selling University on October 26. Discover how you can sell more books in large, non-returnable quantities – and enjoy the process
 - Become more profitable selling your books in ways that you never imagined and to people you never knew existed
 - Find out things about your book that even you don't know
 - Put the fun back into the fundamentals of marketing
 - This will be an event that you will never forget -- one unlike any other you have ever attended

Experience this event from 8:30 am to 2:00 pm at (Location to be determined in the LA area). Workshop Topics:

- Where to find more potential buyers
- Three essentials of an effective book cover
- Publicity tactics to get you more and better exposure
- Discover prospective buyers for your books that you never thought of
- Why you don't have to be an experienced salesperson to succeed
- Simple methods to find and get through to the decision-makers at any size company
- How to sell 32,000 books to one person instead of one book to each of 32,000 people
- How to create persuasive emails, basic telephone scripts and other support documents

- How to get a company to sponsor your book before it is published

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APSS Tip for Finding Potential Non-Bookstore Buyers

When it comes to selling, finding the buyer's name isn't difficult. Next, you have to get in touch with that person. It doesn't have to be hard 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.

Hunter (formerly known as Email Hunter): Hunter (<https://hunter.io/>) is a Chrome extension that uses the email naming convention of a company to guess the proper email address. For example, if your name is Joe Smith and your company uses the email template of jsmith@company.com, it is easy to guess another employees email... if you know their name; it's clearly the first letter of the first name followed by last name at company.com. So, if you are on Brian Jud's LinkedIn page, Hunter would come up with the guess b_jud@bookapss.org. You have to create a free account to get the complete address. Hunter will only find work-related emails and you are allowed 150 uses per month for free. The search is based off the most recent employer on that persons LinkedIn page, so if the individual no longer works for that company, this will be a dead email.

12 Steps To Being A Successful Author

Brian Feinblum, Chief Marketing Officer , SVP at Media Connect, a div. of Finn Partners

How can you become a great writer with a successful career? You may believe you have the answer within you and that would be the first step: believe in yourself. But what might it take to unlock your true creativity, the imaginative writer, and the extraordinary promoter? Here are skills, attributes, and characteristics of creative, successful people. Embrace them if you want to rise further:

1. Be persistent. You must relentlessly improve yourself, your craft, your mind. Stagnate or get lazy and you will underachieve.
2. Forget always being sensible. Pursue a pleasure or passion. Don't always be logical or rational – be different.
3. Writing is not a hobby or something you do after you work to pay the bills. Don't fall back on a safety net or be passive in your pursuits. Take a risk and throw yourself into your writing.
4. Don't let technology dominate, intimidate, or overwhelm you. Deal with it, use it, and be aware of it. Don't fear or avoid it.
5. Embrace chance, accident, randomness, and opportunity. Don't just fixate on what is predictable or controllable. Be open to what is uncertain, different, unfamiliar, risky.

6. Question everything and everyone. Assume nothing. Ask and learn. Be inquisitive and probing. See everything as a potential path of inquiry and as a fertile source of inspiration.
7. Don't impose barriers upon yourself that don't really exist.
8. Be courageous and do what others won't, can't, don't or fear.
9. Create a good environment for you to create under. Set the mood, the look, the sounds. Shape your surroundings to inspire.
10. Don't delay or put off what's most needed to be done by you. The very thing you avoid is what you must confront. Step out of your comfort zone and take a leap of faith.
11. Call upon self-discipline and a stick-to-it attitude. Set your own standards and keep pushing yourself. If you want good things to unfold you need to push them along to make stuff happen.
12. Lastly, keep learning and discovering. As you bring new facts, people, and ideas into your circle, your writing will grow.

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

What's your **personal brand**?



Take the personal brand quiz



Book Selling University has courses to help you produce better books and sell more of them. Today's featured course BSU-130: How to Create Your Personal Brand, by Carol McManus . See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

APSS Tip for Making Persuasive Sales Presentations



How to prepare your opening statement. Think of your opening statement as you might the headline for a press release. Your objective is to get people's attention in a positive way with something that is important to them. You "hook" them into seeking additional information by listening to your presentation. There are several types of opening statements that will frame the objective, intrigue your audience and build anticipation for your presentation. Practice writing openers using one of these, or combinations of them, to draw your audience into your presentation and take action on your recommendation. Here are two examples:

1) News. This is a common method of starting a sales presentation, featuring your pitch in the same manner as if it were a noteworthy item of timely interest. Simply select the outstanding benefit of your book (from the perspective of the audience) and present it clearly and quickly. Relate your presentation to something that happened recently. Begin with something like, "I read about your company's recent success in the Wall Street Journal. Congratulations." Or "I love your new commercials." Most authors start by talking about their book. Instead, talk about your prospect.

2) Primary Benefit. This is a simple statement of the most important benefit you offer. Make your message clear and compelling by beginning with positive words. Make a clear statement of their objectives, criteria or problem and your proposed resolution. Let them know you are there to do business and not to waste their time. Promise a reward. Let them know in the first 30 seconds that if they continue listening they will be rewarded. Your promise should be specific: "Here's what I can do for you." Then provide evidence that your claim is valid.

APSS Tip for Negotiating Large-Quantity Orders



Negotiation implies personal interaction and is made up of people with varying attitudes, objectives, perceptions, strategies and tactics. Rational and emotional elements come to play when people become involved in what they think is a test of wills.

During your presentation you may experience a variety of responses. These range the gamut of emotions from acceptance to objection, from disinterest to skepticism. If not properly reinforced (acceptance) or addressed at the time, these same emotions may be carried over into the negotiation. If people were skeptical then, they probably feel the same way now.

Focus on these positions and emotions. Do not plunge ahead with your prepared game plan regardless of the issues at hand. If people have a question or objection that was not addressed before, or addressed insufficiently, they will hold that same feeling for the duration of the negotiation. Ask if there are any unanswered questions before plowing ahead. If there are, answer them and confirm that your answer is accepted. If not, proceed.

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APSS Top Ten List

Periodically, *Fortune* magazine interviews a successful entrepreneur. Each is asked for his or her top pieces of advice for budding entrepreneurs in a wide variety of industries. APSS has previously reprinted many of these tips. Here are **Ten More Tips from Successful Entrepreneurs** gleaned from recent issues of the “Venture” column in *Fortune* magazine:

Colin Angle, Rodney Brooks and Helen Greiner, Founders of iRobot

1. **Manage by core principles.** Having an innovative culture requires buying into the challenge of being innovative. If someone's comfortable only with black-and-white cost optimization, that person won't deal well with the risk and failure that comes with something new.

2. **Don't wait for perfection.** We knew the Roomba needed an automatic charging station, but the first one didn't have that. We wanted to get it on the market and get feedback. You can develop a better product as you go along.
3. **Apologize for the inconvenience at all costs.** We didn't count on people using our vacuum cleaner every day. At first they were killing the Roomba after six months. So we put a lot of money into a no-questions-asked policy, replacing customers' robots while we fixed the durability issue. When people have a problem and you fix it, they'll give you product loyalty.

Howard Ruby and CEO, Founder Oakwood Worldwide

4. **Have four eyes that go around your head.** Look out for the competition at every turn and observe what's happening around you. You have to be mindful of changes and where the markets are going.
5. **Don't just ask what a customer wants.** Ask why he wants something. If you go deep into that question you can add your own vision to make things better.
6. **Don't ride the crest of a wave in particular industries.** We had more than 3,000 units in Houston in the early '80s when the price of oil dropped from \$40 a barrel to \$8.50. The local economy crashed because it depended on the energy industry – and we went down with it. So spread your risk.

Sharon Anderson Wright, President and CEO Half Price Books: Three Books Every Leader Should Read

7. *Steve Jobs*, by Walter Isaacson: follow your instincts; expect excellence and quality from your employees; unlike Jobs, don't be mean or demeaning
8. *To Kill A Mockingbird*, By Harper Lee: stand up for your beliefs in spite of opposition; don't judge others by how they look or what people say about them; don't let rabid dogs get too close to the house
9. *Where the Wild Things Are*, by Maurice Sendak: be adventurous, meet new creatures and look them in the eyes; remember where you came from
10. (I added this one) *How to Make Real Money Selling Books (without worrying about returns)*, by Brian Jud: find new places in which to sell your books in large, non-returnable quantities

APSS Featured Supplier

Let Sheridan Books provide you with a simple yet powerful approach to selling more books. From conversion to direct-to-consumer distribution we provide you with the pieces you are missing to make the process of selling eBooks from your website easy for you. In addition, our print-on-demand and offset printing capabilities provide authors, speakers, and professional publishers one-stop shopping for all your book printing and eBook needs. Visit our website at www.sheridan.com/Books to learn more or contact us at 800-999-BOOK or contact Deborah Popkey, deborah.popkey@sheridan.com or 734-475-9145 x1544. Watch a descriptive video about Sheridan Books at <http://www.sheridan.com/request-quote/books>

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



You have an almost entirely new skeleton every ten years. (*Reader's Digest*, June 2019, p 61) The article said, "Old bone cells are constantly being replaced by new ones, a process called 'remodeling'. This helps repair damage to the skeleton and prevents accumulation of too much old bone, which can become brittle and break more easily." We should apply this process to our businesses and 'remodel our business model' to prevent the accumulation of rigid thinking. Your business bones may become too brittle and break if you think only in terms of selling books through bookstores. The prescription may be to remodel and sell to (corporations, associations, schools) and through (supermarkets, airport stores, gift shops) non-bookstore buyers.

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)

"Why bother doing any test marketing? Why not just publish and see what happens? Ally Tabler

Test marketing is the process of finding out if your product offering meets the needs of, and is saleable to, prospective buyers. Its objective is to confirm the value of the existing content and design, or provide feedback on ways to improve them before going into full production.

The advent of digital printing has made test marketing much more viable for independent publishers. With it, you can produce a small number of books to test under a variety of conditions for a variety of purposes. The market feedback that you accrue before printing a full production run should yield many benefits.

- Get information to create more accurate and persuasive proposals and improve your negotiation positions.
- Discover inventive uses of your content, perhaps delivering it in a different format.
- Implement a product-placement strategy by using a brand name for an item in your fiction or non-fiction book. Then go to that manufacturer seeking sponsorship or a pre-publication order. If your first choice declines, change the brand name and go to another manufacturer.
- Get testimonials. Once people see the quality of your content and production they may be more willing to endorse your book.
- Define potential markets. Visually oriented people are more likely to come up with suggestions for new buyers and reasons for buying after seeing your book.
- Test your website under actual buying conditions. Have people test your shopping cart and give them a free galley or a pdf for doing so.
- Display it at trade shows and get accurate feedback from the people who could use your book as a premium or ad specialty.
- Test order-fulfillment processes. If you choose mail-order marketing as one of your distribution methods, find out how many orders you can (or choose to) manually fulfill and at what point should you utilize a fulfillment company.

- Evaluate your pricing. Any price is too high if people do not see the value in the product purchased. As people see what you have to offer they can give you more accurate feedback on the price you have chosen.
- Calculate a more accurate forecast. As a general rule of thumb, print to order not for inventory.
- Submit your galley to book clubs and catalogs. These companies may have deadlines many months before your official publication date. Your early proposal may give them the information they need to include your book as a future entry.

How to Get an Appointment with a Prospective Buyer

By Brian Jud



There is an enormous opportunity to sell your books to people in local businesses and large corporations. Your prospect may be the owner of the business or a corporate marketing, sales or Human Resources manager. Regardless of your prospective buyer's title, you must get an appointment with him or her in order to make your pitch.

There are a several ways to make initial contact, but one of the best is to call first. By so doing you can confirm that the person you are trying to contact is still in that position. Do not assume you will get through to people quickly. Most people use voice-mail messages to filter out those with whom they do not want to speak.

Before you call, create a 15 – 20 second voicemail message. This is your Solution Statement a “take-away” that follows the formula, “I help... who want... get.” Here is an example of a productive voicemail message: “I help authors and publishers who want greater income get large-quantity, non-returnable sales to non-bookstore buyers. My information has proven to help companies such as yours. If I may have five minutes of your time, we can determine if I can also help you.”

Depending on your Solution Statement you may reach your prospect quickly. But getting through to your prospects is typically a six-step process, with each call getting you closer to speaking with them personally. Here are the steps in which these calls may evolve.

Step One: Make the first call and leave your Solution Statement as a “take-away.” Do not leave your contact information, but say that you will call back tomorrow at a specific time.

Step Two: Follow a similar pattern on the second call, giving three specific points or reasons why your prospect should be interested in talking with you. Give your name, but no phone number or email address. Say you will call back “in two days” at the same time.

Step Three: On the third call name a few companies that you have helped achieve the success you described in the first two calls. End by asking the person to contact you and give your telephone number and email address. Repeat both, especially if there may be some confusion “My email address is BrianJud@bookmarketing.com. That's b-r-i-a-n-j-u-d (one “d” in Jud) at bookmarketing.com.”

Assuming that your prospects are not out of the office for some reason (vacation or business travel), about half will contact you by this time. When that occurs, ask what specifically got their attention (revealing their pain points). Then describe how you may be able to help and ask for a personal meeting (if nearby) or continue your information gathering on the telephone. If there is a trade show coming up at which your prospect is attending, set a time to meet there. Go on to Step Four for those who do not contact you.

Step Four: Call two or three business days after third call, putting you in the next business week (for those who may have been out of the office the week you made the earlier calls). Say that you will send a brief package of information and call soon to confirm that it was received. Clearly repeat your contact

information in case your previous message was lost or your contact information not clear. If replying by email, agree on the subject line so your prospect will recognize the email as legitimate. Send your information by a method in which you can confirm when the package was received.

Step Five: Call the day after the package was delivered to confirm receipt, highlight facts, repeat your testimonials and arrange a time to talk after your prospect has had a chance to review your information. Ask the person to contact you and give your telephone number and email address.

Step Six: Call the next day and say you do not want to appear as harassing the person, so you will place the prospect's name in a follow-up system and touch base again in about three months. Ask the person to contact you if circumstances change before then and repeat your telephone number and email address.

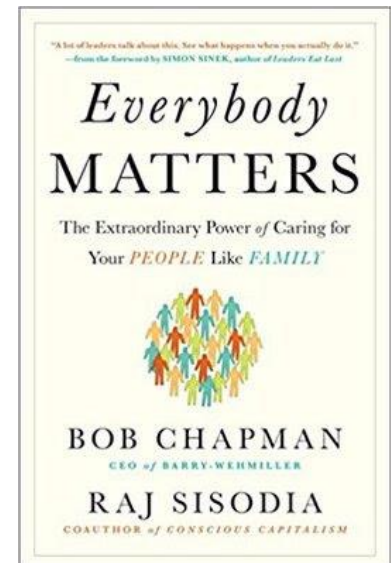
Studies have proven that a large percentage of sales occur after the sixth attempt at contacting a potential buyer. The key to getting an appointment with a prospect is to be professionally persistent. Do not let your annoyance show in your voice after a few calls. The prospect may have valid reasons for not replying quickly and may be considering your proposal for a future campaign. Allowing your irritation to show could destroy your chances for deal later. Keep at it and eventually you will make that large sale.

Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books and the administrator of Book Selling University (www.booksellinguniversity.com). 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

Everybody Matters: The Extraordinary Power of Caring for Your People Like Family by Bob Chapman and Raj Sisodia. "Bob Chapman, CEO of the \$1.7 billion manufacturing company Barry-Wehmiller, is on a mission to change the way businesses treat their employees." - Inc. Magazine

Starting in 1997, Bob Chapman and Barry-Wehmiller have pioneered a dramatically different approach to leadership that creates off-the-charts morale, loyalty, creativity, and business performance. The company utterly rejects the idea that employees are simply functions, to be moved around, "managed" with carrots and sticks, or discarded at will. Instead, Barry-Wehmiller manifests the reality that every single person matters, just like in a family. That's not a cliché on a mission statement; it's the bedrock of the company's success.



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 lifeboats 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>

