



THE SALES INFORMER

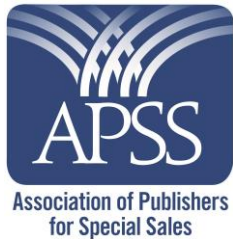
Association of Publishers for Special Sales

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

Volume 8, Issue 1, Number 79 January 2020

Here is your January 2020 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



Display your book at the Annual Black History Month Luncheon -- \$50 with the APSS discount

Have your book on display at the 94th Annual Black History Month Luncheon & Featured Authors Event to be held at The Washington, DC Renaissance Hotel on February 22, 2020. The exhibit hall will be in the most visible area of the conference and more than 1,000 attendees are expected. The fee is \$50 for APSS members and \$75 for non-members.

Registration Deadline: February 7, 2019

Books Due Deadline: February 14, 2019

Sample Areas of Interest

- Literature
- Economics
- Religion
- Demographics
- Education
- Social Science
- History
- Health Care
- Business
- Politics
- Fine Arts
- Texts/References

- All books are displayed face out, visible to all attendees

- All titles would be listed in a "Titles on Display" ordering catalog listing full ordering information handed out at each exhibit. You can also provide your own order forms/promotional materials.

- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

For each title, please email the title, author, pub date, list price and discounted price (if any) to brianjud@bookapss.org. To make the \$50 or \$75 payment (per title) please use Paypal account brianjud@bookapss.org or contact brianjud@bookapss.org for other payment arrangements. The display company will need two copies of your book and after you register, I will email you the address to which to send them.

APSS Tip for Finding Potential Non-Bookstore Buyers

Find people to contact at associations by going to <https://www.gcls.org/encyclopedia-associations-gale-directory-library> . Sort the list to find those most applicable to your topic and visit their websites. Locate the staff and board members and make contact with them. If there is a local chapter attend a meeting and ask to be a speaker at a future meeting.

Scaling Your Business with Freelance Publishing Talent

By Karan Bedi



Publishing is an industry that has undergone many changes in recent years, especially in view of developing technology. For most freelancers, publishers are the target client. Working within the publishing industry means accepting and respecting the different ways publishers choose to work. It also means keeping up with changes and developments in the industry, so as to keep pace with client expectations.

Many new freelancers complain that it's hard to break into the publishing industry because it's too 'cliquey'. Networking is essential in freelancing and publishing houses want to work with seasoned professionals.

What do publishers expect of their freelancers? Publishing professionals use freelancers at many different stages in a book's production. Many freelancers also work outside of publishing, complementing their publishing resources and work with corporate projects such as writing website copy, indexing reports, or designing and laying out marketing brochures. Freelancing in numbers, according to Upwork's Freelancing in America 2016 –

- 54% of freelancers earned more money within a year of leaving their full-time jobs
- 50% of freelancers enjoy their current work set-up so much that they wouldn't go back to a traditional job, no matter how much it paid
- 73% of freelancers said that technology has greatly enabled them to choose this career style
- 79% of freelancers prefer freelancing to traditional work environments

With unsteady print growth, declining e-books sales, and diminishing revenues, many publishers are looking to their marketing and sales teams to improve their market shares. Less frequently, they look to the production aspects of publishing—an area where vast improvements can be made by adopting a flexible publishing model that effectively incorporates freelancers.

Several online networks that host freelance publishing professionals assess businesses on a regular basis. The biggest benefits to engaging freelancers through an online freelance platform are security and peace-of-mind. A platform can help you:

- Scale your workforce in seconds without hiring additional employees
- Eliminate contracts and time-intensive onboarding processes
- Distribute work more efficiently with assignment-based task queues
- Increase employee satisfaction by promoting greater workplace flexibility

- Improve efficiency without disrupting the existing processes

Examining the publisher-freelancer relationship from the creative, management, and legal angles aids in identifying how publishers can navigate the growing freelance economy successfully. Much of the effectiveness of what freelancers can provide in terms of support to a company, of course, has to do with efficient and careful communication.

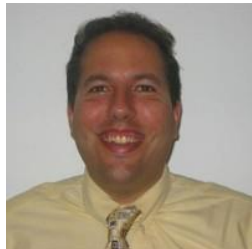
Inconsistent branding is one of the concerns of publishers when it comes to working with numerous freelancers. Working with freelancers can foster creativity. Companies that hire freelancers are three times more likely to see 10% growth in annual revenue than companies that do not. As their reliance on freelancers grows, publishers are looking to maintain a brand that preserves their creative heritage and integrity.

Most publishers are accustomed to working with freelancers, and would benefit with a freelance management system. Freelancers are experienced, skilled, creative people that have ideas that can be implemented into a project. Online freelancing platforms represent a thriving sector of the freelance economy, where you can find, hire, work with, and pay professionals from anywhere in the world.

Brian Feinblum

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

<https://bookmarketingbuzzblog.blogspot.com/2019/>



How Can Authors Get Podcast Coverage?

Podcasting has exploded – and Americans show no signs of losing interest in the hot medium. Authors, take note!

Here are some interesting stats, compiled by Musicoomph.com:

- There are 700,000 active podcasts with 29 million episodes.
- A year ago, those numbers were 550,000 and 18.5 million.
- 70% of Americans are familiar with podcasting and 1 in 2 Americans has listened to a podcast.
- Around 1 in 5 Americans listen to podcasts weekly.
- Those ages 18-44 make up 67% of the podcast listenership.
- Average podcast listeners listen to seven different shows per week.
- Weekly podcast listeners spend an average of 6 hours and 37 minutes listening to podcasts.

Podcast listeners tend to be more active on social media, better educated, and wealthier than those who do not listen to podcasts. Many listen to podcasts on their smartphones, and like audiobooks, listen while in the car, at the gym, or at home.

So what does this mean for authors?

To market a book effectively, consider developing your own podcast. Even better, get interviewed on other people's podcasts. Either strategy nets you more exposure for your book.

Not sure how to get started to create or launch your podcast? Here are three resources worth checking out to find out more about beginning your own podcast:

<https://blog.hubspot.com/marketing/how-to-set-up-a-podcast-instructions-var>

<https://www.thepodcasthost.com/planning/how-to-start-a-podcast/#part1>

<https://www.podcastinsights.com/start-a-podcast/>

Looking to get on someone's podcast? Here are some helpful directories to identify which shows exist in specific categories:

<https://www.weeditpodcasts.com/20-best-podcast-directories/>

<https://toppodcast.com/top-podcasts>

<https://www.podcastinsights.com/podcast-distribution-guide/>

Or you can simply google a topic and the word podcasts after it, such as "health podcasts" or "business podcasts." Feel free to go to iTunes and see "top charts" in each category, where you can locate the 200 most popular shows in each category. The list changes daily.

Getting interviewed by someone's podcast is very hard at times – or very easy. The more popular the show, the harder it is. Further, the more often a podcast episode is created, the more air time that is available to you. If someone only podcasts monthly, you won't have much of a chance to get on.

Your approach to podcasters is similar to what you would say to any media outlet. You would briefly identify who you are, mention your book, state your message, identify that you know what their show covers, that you like it, and that you would be a great guest. Sound passionate, but not desperate. Appear qualified, but don't read off a resume or refer them to a zillion links. Summarize your life, book, and message in a paragraph or two and add 4-5 bullet points as to what you hope to discuss in an interview.

Are you ready to create your own podcast or be interviewed by someone's podcast? You better be. This is now an integral part of the marketing mix for books and authors today.

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 150: Copyrights, and Avoiding Scams and Lawsuits, By Helen Sedwick. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

APSS Tip for Making Persuasive Sales Presentations



Begin your presentation with the most decisive factor and give your reasons why your content is the most logical solution. Use the S³ process to help your audience accept your points. In this three-step formula, first **State** each main point clearly and concisely. Then **Support** it by providing documentation to show it as the solution to your prospect's problem. Finally, **Summarize** what you have said to document agreement and make it easy to remember.

APSS Membership Benefit

Are you taking advantage of all APSS has to offer?

Publicity to hundreds of thousands of viewers, bloggers, readers and followers. Interact with readers through live chats. Give your book a chance to be discovered where the readers are with BookTrib: The Lifestyle Destination for Book Lovers. We offer opportunities for readers to interact with popular authors online via live chats, providing reviews, book trailers, and ever-popular weekly book giveaways.

The majority of the site's viewers are college-educated working women between the ages of 25 and 65. Our readers include members of book clubs, book bloggers, librarians, bookstores and thousands of readers who appreciate books as an object of beauty as well as entertainment. APSS members **get 10% off these prices when using your membership number when registering.** Contact Meryl Moss at meryl@mediamuscle.com with any questions or to register for these benefits

- Give your website an additional advantage by setting it up on BookTrib.com. We will send an announcement in our newsletter to over 12,000 subscribers, with a screenshot and a link added to our Facebook page with 8,399 friends, Google+ with 406,340 followers and 2,111,091 views as well as on our Twitter feed with 13,475 followers. \$500 (\$450 with your APSS membership number)
- Get interviewed by a BookTrib writer and for an added bonus we will offer your book as a giveaway. Your Q&A will live on our home page and also appear in our weekly newsletter that is emailed to our 12,000+ readers. \$450 (\$405 with your APSS membership number)
- A live video chat that is pre-arranged and promoted to thousands of our media, blogger and reader contacts. We create several digital assets that are used to promote your live chat. You can use these assets on your own social media entities and our live chats are also promoted in our newsletter and on all of our social media. \$1,500 (\$1350 with your APSS membership number)
- While slots last, we can add your e-book book to our Net Galley account for 8 weeks that includes an e-blast to 15,000 professional readers and reviews will start filling your inbox. \$1350 (\$1215 with your APSS membership number)

APSS Tip for Negotiating Large-Quantity Orders



Start high and concede slowly. How do you choose the starting point as you negotiate on the less-important issues? Any concession is likely to have different value for buyer and seller, so begin by giving things that your prospect values highly but have little incremental cost to you. These may include an assurance of quality, preferred treatment in times of scarcity, information on new technology, credit terms, customization or

preferred service. In most cases you have to make the first concession to keep the process alive; concede in small increments and get something in return and know the concession's value to both parties.

APSS Top Ten List

Do you want to produce better books and sell more of them in 2020? Here are the **Top Ten Things To Do To Help You Be More Successful This Year In Your Book Marketing.**

1. Have good content that is based on a market need and is different from or better than what exists (if you think there is no other book on your topic, think again); you are not selling books, but selling how your content meets buyers' needs better than other options
2. Have a quality product, which includes professionally edited text and marketable cover design (front, rear and spine) and page layout
3. Have reasonable expectations – recognize that the world doesn't care that you wrote and published a book – you have to make them care; it could take years to reach profitability
4. Know and define your target readers (not “everybody”) and group them in market segments; then, form is a variable – do buyers (in each target segment) want your content as a printed book, ebook, DVD, seminar, etc.?
5. Work with distribution partners to get your book into retail stores (bookstores and non-bookstore retailers); recognize that retailers don't sell books – they display books that are profitable to them (if your book doesn't sell, it's gone); have a “knock-off factor” – a reason why they should place your book on the shelf instead of one that is there now)
6. Understand that distributors don't sell books – they fill the pipeline; it's up to you to get people to go to stores to buy your book (“pull” vs. “push” strategy); if your book doesn't sell in 90 days because of your lack of promotion, it is returned; (sell through)
7. Re-invest revenue for “perpetual promotion” – you are running a business and need to consider the volume and velocity of revenue; don't quit your day job until sales reach a profitable level; manage your time
8. Consider selling to non-retail buyers (corporations, associations, schools, military, libraries); You have to do the selling (prospecting, proposals, presentations, negotiating) or find someone to do it for you; sell *to* vs. sell *through*; non-returnable sales; rights sales (subsidiary and foreign);
9. Run the numbers; create a cash-flow analysis for at least five years into the future; what will it take to be profitable and are you willing to do what it takes to make it happen?

10. Do all this and book marketing is as simple as PIE because you Planned your actions, Implemented your actions passionately then Evaluated your results and made necessary changes

Five Things I'm Not Doing to Launch My Book

By Jane Friedman

The gist of all marketing advice for authors essentially boils down to: try everything and see what works. I've tried a lot of tactics over the last year to market my debut YA novel *One Night* and now that I'm launching *One Love*, my second novel, there are some efforts I'm not going to spend any time on.

1. I'm not cold emailing bloggers. I wasted so much time on this when I launched *One Night*. I emailed countless bloggers and received very little response. We're talking like two responses out of 100 emails sent. Talk about time not well spent.

With *One Love* I am only contacting bloggers who I've developed a relationship with over the last year via social media or who I found via Book Razor, a company that combs through blogger and reviewer profiles to create a list of readers who will probably enjoy your book. I tried Book Razor's cheapest package to see if I could get more people to read and review *One Night*. I received responses the same day from several bloggers. By using the list I've built over the last year, it is a much more effective use of my time.

2. I'm not paying for trade reviews. With *One Night* I purchased sponsored reviews from Portland Book Review and Midwest Book Review. Because it was my first book I felt I needed some industry blurb to help me market my book. Here's the thing, though: I can't prove that either of these reviews led to a purchase. And as a consumer, I can say that a trade review has never been a huge factor for me when it comes to deciding what books to read. They might pique my interest, but there are plenty of books that review publications like that I don't and vice versa. For my second novel I'll be using blurbs from the blog contacts mentioned above.

3. I'm not accepting "any and all" event opportunities. As an independent author it's tempting to accept every publicity option available because few venues are willing to have us. But after doing several events I've learned that single author book signings are generally a waste of time. If you analyze the number of books sold versus the time and effort you put into it, the ratio is not a good one. Instead I am only doing multi-author events, events with guaranteed foot traffic (such as festivals and farmers markets), or speaking opportunities that have a built-in audience (for example, school visits).

4. I won't be spending much time on Facebook. I know this works for some authors, but for me it has been a bust. I received a handful of likes from an ad campaign I ran (the intended goal was email signups). I find it frustrating that few people see my posts and I get little engagement. I much prefer Instagram where my posts have a 5-6% engagement rate. That might sound low, but when I compare it to other channels, it blows them away. Plus, readers have shared photos of *One Night* on Instagram, something that has never happened on other networks.

5. I'm not focusing on library outreach. With my first book a goal of mine was seeing it in libraries. I made calls to local libraries, but most went unanswered. I knew the odds of libraries ordering my book were low, so the next thing I tried was visiting every library within a 15-mile radius. I introduced myself to teen librarians and offered to donate a copy of my book. Some accepted it, others said they had to read it first to make sure it met their standards, and some insisted that there was a glut of donations and they simply could not accept another free book. While I made one or two good connections and my novel is available in a few libraries, I considered this to be a time waster. For my next book I am focusing on online efforts as much as possible.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Book publishers fail because they focus on the wrong thing. They try to sell their books instead of the content and solving users' problems. Consider the failed Sony reader. All the creativity that went into its development was undone by a lack of original execution. Sony neglected to enlist the book publishing industry as an ally, a mistake Amazon did not make when it launched the technically inferior but hugely successful Kindle, 14 months later. To make your stellar innovation thrive, approach unconventional partners (promotional-products salespeople), identify underutilized channels (distribution to non-bookstore retailers), and invent new business models (selling direct to business buyers). Put as such creative energy into introducing and delivering offerings as you did into generating them. Sony engineered an elegant device, but Amazon designed an original solution.

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)

In most cases, when I call a prospective buyer, I get voice mail. Do you have any tips for leaving a voice-mail message? Tiffany Banks

When you call someone, one of two things will occur: the person will answer the phone or you will be transferred to voicemail. In either case you must quickly get the person's attention and give a reason why he or she should listen to what you have to say, or call you back. If you are transferred into voice mail, you must leave a concise (20 – 30 seconds), provocative, benefit-laden message giving the person a reason to call you back. A sample sequence is:

- Name and intro
- Benefit Statement
- Request for a return call
- Contact information
- A good time to call you
- Thank you, close

More Ways to Sell Children's Books

By Brian Jud



The market for children's books is potentially huge. Still, most authors approach this enormous opportunity by trying to sell their books through bookstores (bricks and clicks). Instead of competing with these other books, seek sales in non-bookstore segments. Listed below are examples of these prospective buyers. This is by no means an exhaustive list but is meant to stimulate your thinking to find new places in which to sell.

Pre-school children

For a listing of all childcare centers by state go to
<http://www.kinderstart.com/educationdaycarechildcare/childcarecenters/statelistings/inex.html>

Education/Daycare/Childcare Advocacy Groups/Organizations:
<http://www.kinderstart.com/educationdaycarechildcare/advocacygroupsorganizations.html>

National Daycare Centers
KinderCare Learning Centers - 650 NE Holladay Street, Suite 1400, Portland, OR 97232
800-633-1488 <http://www.kindercare.com/home.php3>

La Petite Academy, with 725 academies nationwide, 800 La Petite (800.527.3848) www.lapetite.com/

For a list of over 150 sites with relevant child-education information and book-sales opportunities go to:
<http://www.kinderstart.com/educationdaycarechildcare/educationgeneralinformation.html>

Primrose Schools Offers child care and preschool programs for children 6 weeks to 5 years old,
www.primroseschools.com/

[A Safer Start Child University](http://www.SaferStart.com) is the only childcare facility in Rhode Island with web cameras so parents can watch their children online through a protected username and password. A Safer Start also has a strong emphasis on education through our unique learning centers www.SaferStart.com

ChurchNursery.com - Innovative Products for Church Nurseries

Church Nursery provides Child Safety products and ideas to help run a successful Christian day care center. Our Nursery Labels are great for fast check in procedures and work with Digital Number Boards in Church or Nursery Paging Systems.

Sell to Parents

Hedgehog Online Children's Bookstore (<http://www.hedgehogbooks.com/>) is the brainchild of teachers who passionately believe that reading aloud to children will set them on a life-long journey of learning and exploration. Their teacher reviews will help you choose the best books for your children. Grade Level Reading Lists

The Readers Digest Foundation promotes the benefits of parent involvement in childhood literacy. Now operating out of more than 200 command posts and USOs around the world
www.unitedthroughreading.org

Parenting 101 (<https://www.parenting101.com/>) is a hub of insight, perspective, research, recommendations, and stories that speak to what it means to raise children in the modern world.

Baby-Place.com <https://baby-place.com/> is "your starting point for information related to Pregnancy, Birth and Babies."

List of PTAs, by state: <http://www.kinderstart.com/educationdaycarechildcare/pta.html>

Find a list of children's museums at
https://en.wikipedia.org/wiki/List_of_children%27s_museums_in_the_United_States

Children's Libraries.

The Association for Library Service to Children (<http://www.ala.org/alsc/>) is the world's largest organization dedicated to the support and enhancement of library service to children.

For a list of public libraries with stand-alone libraries serving children go to <http://www.ala.org/tools/children's-libraries>

Associations

Bookstore on the website for the American Academy of Pediatrics
<https://shop.aap.org/publications/books/>

The International Moms Club (<https://momclub.org/store/>) is the first, largest and fastest growing support group specifically for ALL at-home mothers.

The Juvenile Product Manufacturers Association (<https://www.jpma.org/default.aspx>) lists companies that provide products for children sold through retail stores. A company making baby furniture, for example, could buy your books and provide them to retailers carrying their products to give to people who purchase them.

Teachers Resources

Visit American Reading Company for the Common Core State Standards (<https://www.americanreading.com/products/ccss-libraries/>) for “reading acquisition with a deep knowledge of the demands of literature and informational text for students in Grades PreK through 12. Our leveled classroom collections are built from an extensive database of every book in Spanish for K-12 (<https://www.americanreading.com/products/spanish/>), from US as well as international publishers, to reflect the richness and diversity of the Spanish language and Spanish-speaking cultures.”

Display-marketing companies (<http://www.collectivegoods.com>, formerly Books Are Fun) buy large, non-returnable quantities of books and gifts directly from publishers at discounts up to 80%. Then they sell the directly to consumers through displays at the buyer's locations (schools, corporations, daycare centers).

National Association of Early Childhood Teacher Educators <http://www.naecte.org>

National Education Association is America's oldest and largest organization committed to advancing the cause of public education <http://www.nea.org/tools/lessons/december-holidays-k-5.html#BOOKS>

ChildFun (<http://www.childfun.com/>) has been the leader in educational resources for parents, teachers, child care providers for more than 15 years

Barclay School Supplies (<http://www.barclayschoolsupplies.com/>) is one of the oldest and largest vendors of educational and classroom materials in the country.

S&S Worldwide (<https://www.ssw.com/index.php>) provides educational classroom supplies and materials

Awards.

For a list of children's book awards (including Caldecott, Children's Literature Legacy, Excellence in Early Learning Digital Media, Geisel, Newbery, Odyssey and Sibert awards) go to <http://www.ala.org/alsc/awardsgrants/bookmedia>

ALA Recommended Reading for Children <https://libguides.ala.org/recommended-reading/children> Get your book listed

Reviews

Visit <https://carolhurst.com/> for “a collection of reviews of great books for kids, ideas of ways to use them in the classroom and collections of books and activities about particular subjects, curriculum areas, themes and professional topics.”

Kids Reviewing Books. At LitPick, kids review books for free. Each book and review is looked over by an adult to ensure quality. It's offered free to authors and it gets kids to read and write more in a real-world setting. <https://litpick.com/page/litpick-book-review-request-form>

Book clubs

Find a list of children's book clubs at <http://www.bookclubdeals.com/index.php?action=1&idcat=175>

Catalogs

Discovery Toys Catalog (www.discoverytoys.net): “is at the forefront of bringing educational, kid-powered learning products that are based on pure PLAY to market.”

Media.

Let's Talk Adoption is a podcast for adoptive parents, <http://www.letstalkadoption.com/>

Gift Shops

Lori's Gifts (<http://www.lorigifts.com/>) is the nation's largest provider of hospital gift shop outsourcing solutions, we focus on providing a custom gift shop experience.

Learning Express. Books on science, nature, arts and more, listed by age and interest.
<http://www.learningexpress.com/>

Fat Brain Toys (https://www.fatbraintoys.com/toys/toy_categories/books/) has stores and a catalog.

Lakeshore (<https://www.lakeshorelearning.com/products/books/N/3890140476/page-1/sort-best/num-24/loc-061?view=grid>) has “a wide variety of kids' books—from paperback fiction classics to super-engaging leveled nonfiction libraries! Plus, shop audio books for kids to read along with and board books for little learners.” The site has a list of all store locations.

Educational Toy stores – Online

<https://www.mindware.orientaltrading.com/>

Mindware.com: Educational Toys & Learning Toys for Kids
(<https://www.mindware.orientaltrading.com/>) is a “resource for educational (books) toys, toys for education and learning toys for kids and children that engage and entertain.”

Find a list of educational toy stores – many of which sell books -- at http://www.schools-oman.com/educatlinks/ed_toys.htm

Educational Books (<https://www.fgmarket.com/Education/Educational-Books>) provides a directory of wholesalers with thousands of other wholesale suppliers, manufacturers, and vendors.

The Academic Market

Public Schools. In Book Selling University (<https://booksellinguniversity.com/>) course BSU – 109: Selling to Schools, Sharon Castlen tells why and how to sell to all levels of schools, school libraries and colleges & universities. Find new sources of book sales in untapped markets for higher profits and limited returns

Locate K-12 Public Schools

<http://nces.ed.gov/ccd/schoolsearch/>

Display course outlines, current text. Requirements for each grade level. Use this information to tailor the content of your books as well as your sales approach, demonstrating the benefits of your title over their current text. Learn industry jargon, such as the use of the terms *beginning readers*, *emergent readers* or *reluctant readers*

Homeschooling is a large and growing opportunity for selling books.

<http://www.homeschoolcentral.com/hsorg.htm> is a list of organizations that serve the homeschool community at a national level. These links will take you to pages for every state.

<http://www.homeschoolcentral.com/support/index.htm> with statewide information, regional information, and support groups.

Military Homeschool Support information may be found here:

http://www.homeschoolcentral.com/support/military_homeschool.htm

NATHHAN (NATional cHallenged Homeschoolers Associated Network) Newsletter and other resources for families with children who have special developmental or physical needs.

<http://www.nathhan.com>

The North American **Montessori Teachers'** Association (<http://www.montessori-namta.org/>) is a membership organization open to parents, teachers, and anyone else interested in Montessori education. There is has a shop on their website.

Government Schools. The education system operated by the Department of Defense Education Activity (DoDEA) serves the children of men and women in the armed services who are stationed in the United States, Europe, and the Pacific. DoDEA; 4040 N. Fairfax Dr., Webb Bldg., Arlington, VA 22203 Tel: 703-588-3104; Website: www.dodea.edu A current list of DoDEA schools may be obtained by writing the Department of Defense Dependent Schools, Hoffman I, Rm. 152, 2461 Eisenhower Ave., Alexandria, VA 22331.

Places to sell books for children of grade school age

<http://www.kinderstart.com/shopping/books/index.html>

Distributors

Bountiful Books (<https://www.bountiful-books.net/index.html>) is a children's book distributor of fiction and non-fiction books for schools and libraries from Pre-School to High School.

List of Print Book Distributors (<https://blog.reedsy.com/list-of-print-book-distributors/>)

"Finding the right book distributor can be overwhelming... If you want people to find your title on the shelves of your local bookstore, you need a distributor. And depending on your genre, some might be better for you than others."

The APSS/JetBlue children's book giveaway (<http://www.soarwithreading.com>). JetBlue is placing vending machines that dispense new, free books for kids aged 0 – 14. Kids are allowed to take as many books as they are interested in – no strings attached. Currently the vending machines are in Washington DC and Ft. Lauderdale, but they are looking to expand to four other cities: Boston, Los Angeles, New York and San Francisco.

As you can see, breaking down the mass market makes it much more manageable. It also saves you time

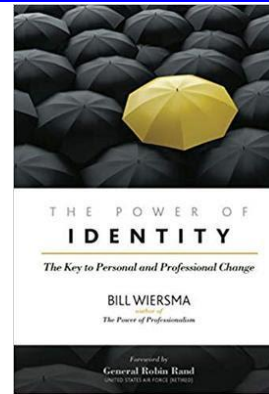
and makes your marketing efforts more economical, because you end up only targeting the people who might be interested in your book. If you apply the ideas behind each of these examples to your own title, the non-trade mass market will not seem quite so intimidating.

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;

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

The Power of Identity by Bill Wiersma, takes the central principle (identity) from author Bill Wiersma's groundbreaking book *The Power of Professionalism* and deepens its application to individuals and organizations alike. Results-oriented business leaders will appreciate the meaty treatment given to such a substantive topic-especially the inspiring case studies at Otis Elevator and at the United States Air Force.



What's the Big Idea?

Did you see the old TV show or movie, *The Beverly Hillbillies*? If so, you recall Jed Clampett shot into the ground and “up came the bubbling crude.” He became instantly wealthy. However, the oil was always there, and he only became wealthy after he recognized it. You, too, have hidden resources that



are yet to be discovered. For example, you may think you are not good at negotiating a sale of your books to corporate buyers. But recall the last time you haggled over the price of a major purchase, or the time you persuaded your boss to give you a raise. You were negotiating then. Simply apply what you already know to the art of selling your book.