



# THE SALES INFORMER

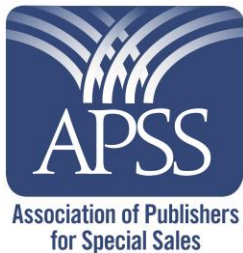
## Association of Publishers for Special Sales

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

Volume 5, Issue 10, Number 53 October 2017

Here is your October 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



**Introducing Susan Ye Laird, the new  
president of The Southern New Jersey  
and Greater Philadelphia APSS Chapter**



With over a decade of serving people in the Garden State, Susan started a new career on the side, as owner of Laird Unlimited Editorial Services LLP since 2015. She also works as associate editor on translation for online poetry magazine “Better Than Starbucks”.

I am excited at joining this network of fellow writers/editors/publishers. And I look forward to serve our members in South Jersey/Greater Philadelphia area to the best of my ability.

If you would like to join or help Susan form this new chapter, contact her at (609) 807-8321 or [laird@bookapss.org](mailto:laird@bookapss.org)

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

Given limited amounts of time, money and energy, begin by defining the ultimate readers who are most likely to be interested in your content, and why. Then think about where they shop, work, go to school or congregate. This will direct your prospecting efforts and create the criteria against which you can qualify and prioritize your prospects. Perform these three activities before you start prospecting.

## APSS Tip for Negotiating Large-Quantity Orders

**Ask for clarification if necessary.** Do not assume you understand the intent of every question you are asked, or statements made. If your prospects ask, “How can your proposal lead to successful in this promotional campaign?” Ask them how they define success. Is it an increase in sales? Revenue? New customers? If Managers of Human Resources want an increase in employee motivation, productivity or attitude, how will changes in those characteristics be measured? If your prospects say the timing is not right. Find out when the timing will be right, or help them understand why there is no time like the present to accept your proposal. Do not assume you agree on the definitions of the issues before proceeding with the discussion.

## APSS Tip for Making Persuasive Sales Presentations

**Avoid Information Overload.** Do not fall into the trap of giving clients information that they already know. Too many facts will bog down a presentation and prevent it from moving forward. Avoid a huge information dump that forces your prospects to sort through the information on their own to find out what’s important. The people may get bored or feel like they are being lectured. Although the verbal aspect of a presentation has the least impact, it can turn off a listener surprisingly quickly.

## APSS Top Ten List

The Pentagon’s Defense Advanced Research Project Agency (DARPA) has proven to be a productive and creative think tank. It developed the Internet and the GPS network, among many other innovations. Here (*Harvard Business Review*) are the **Top Ten Lessons About Innovation From DARPA’s Success.**

1. Create a team with individuals from outside the organization for a fresh perspective
2. Give the team autonomy in selecting and running projects
3. Have an ambitious goal to solve a real-world problem or create new opportunities
4. Have deadlines that intensify and focus your effort
5. Understand that the best way to prevent competitive surprise is to create it
6. Set guidelines and parameters that maintain attention on the team’s mission
7. Have an exit strategy within a reasonable time period (three to five years out)
8. Apply basic research on a project with a commercial application of practical importance
9. Uncover and address a consumer need that existing products do not meet
10. Allow the original goal to be overtaken by the discovery of a more practical and profitable direction

How can you apply these principles to your publishing business?

## APSS Creative Exercise

### How to Find New Places to Sell Your Books

Many product ideas came from observing a phenomenon in one area of life and applying that to a totally different product. The idea of Velcro arose when Swiss engineer George de Mestral took his dog for a walk. He noticed how burrs of the burdock plant stuck to the dog’s fur. He replicated that to invent the product. As another example, Clarence Birdseye was on vacation in Canada when he saw some salmon that had naturally frozen in ice and then thawed. When cooked, they tasted fresh. That was the origin of the frozen food industry.

Nature is one source, but there are analogies all around. Get a suitable stimulus by looking around for objects in the room in which you are meeting. How could their concept be applied to helping you find new places in which to sell your books?

#### Use creative blending

The essence of this process is to generate ideas by taking a concept and blending it with another to create a third one that addresses your objective. Start with something you know. Then envisage something else that is known. Now blend the two and develop a third idea. For example, *deodorant* and *ball-point pen* could lead to *roll-on deodorant*. Or, *beer* plus *mobile phone* might lead to *pre-ordered drinks at a bar*.

Here is a technique to force the creative blending process. Suppose you are trying to find new places in which to sell your products. Across one line write all the places in which your target buyers might shop or look for the information in your products. Along a vertical line, list all the forms in which you could deliver your content. Then check the intersecting box that could offer a new opportunity for sales. Your chart might look like this:

	Airport Store	Super-market	Discount Store	Gift Shop (Hospital, hotel, cruise ship, museum, park, etc)	Association meeting or conference (national or local chapter)	School (public, private, home, college)	Military (exchange, book club, school, libraries)	Corporation (sales, HR, mktg.)
Pbook								
Ebook								
Audio book								
DVD								
Seminar								
Personal Presentation								
Work-for-hire								

This exercise is intended to look at something with which you are familiar (your content) and searching for what you don't know about it. This may sound counterintuitive, but in fact, familiarity breeds conformity. In other words, we stop thinking about familiar things in our old ways. Examining them from a different perspective reignites our curiosity and leads to better answers.

## APSS Featured Supplier – Book Design



We help authors, indie publishers, speakers, and fast-track experts build credibility, increase awareness, and open doors of opportunity from start to finish with strategic brand design, bestselling book design, seamless project management, and dedicated production supervision — supplemented with a wide array of the powerful marketing tools to dramatically increase sales and achieve robust business success. Since 1985. Contact: [info@dunn-design.com](mailto:info@dunn-design.com)

## Novel Ideas

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

**Whom can the author attract?** When John Daniel & Company published *Lightning in July* -- Ann L. McLaughlin's poignant novel about two gifted young polio victims who fall in love -- her schedule included a reading at the National Rehabilitation Hospital for *The Balancing Pole*, about a woman who suffers from manic-depressive psychosis. McLaughlin read at a support group meeting for manic-depressives. And for all three of her novels (the latest, *Sunset at Rosalie*, is a story of the Deep South), she drew crowds to schools, libraries, universities, writers' groups, book clubs, and bookstores -- partly through personalized mailings to her own lengthy list.

## APSS Pro-File – Virginia Phillips



### 5 Tips to Create an Action Plan

Virginia Phillips, President of APSS-Colorado Springs, talks about the five must haves to create an action plan. First, what is an action plan? An action plan is that blueprint to get you from where you're at to where you want to go. In my world, I say it's a road map. It is a road map that anybody can pick up and understand where you're at where you're headed in when you'll get there.

That is an action plan.

<https://www.youtube.com/watch?v=RnfqbKJEDjg&feature=youtu.be>

## Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



**Have at least two people from your company in the negotiation.** A good way to take the pressure off you is to share it between two or more people. When possible, have at least one other person on your team. You can take turns answering questions, giving each time to think of an additional response while your partner is speaking. Then as you chime in, he or she has a moment to come up with an additional point.

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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

## Why Self Publishing Your First Book is Easier Than You Think

By Susan Gilbert



I hear it all the time. If only I could complete my book and get it published this year.

I understand the frustration. New publishers may feel like they have to measure up with those who have been selling for a long time. But that's only the case for traditional publishing methods — self publishing is much more possible in today's online world.

If you have tried the traditional method you've already discovered that publishers don't sell books. They don't market your book. They don't help you monetize your book. You are on your own. In fact, you are under contract to work for them. Yep, you're an employee collecting a tiny fraction of the royalties you should be collecting. All because you took a small advance (if you could even get one).

“Traditional” publishers are ONLY interested in people that ALREADY have a big following and platform. You could have the cure for cancer in your book and they are only interested in your answers to these questions.

- How big is your email list?
- How many social media followers do you have?
- How many past and current clients do you serve?

That's it. Why? Simple, they are not selling your book. YOU are! And if you don't have a big platform then they are NOT interested. It's time to take control of your book creation, marketing and platform building. Here are 6 ways to get onto the path of success:

**Target market research.** Determine what niche market your book will appeal to. Take a look at not only your social media statistics but also your website to gain a better understanding of who is interested in your brand. For example, you could have a demographic of half women and half men with average age of 40 to 55. Find out what their pain points are by conducting surveys, asking questions, or hosting a webinar. With this information in place ahead of time you will improve your chances of being seen among thousands of other publishers online.

**Begin the marketing process.** Before you even start writing your book you need to have a marketing plan in place. This means setting up accounts on the major social networks like Facebook, Instagram, Goodreads, Twitter, Pinterest and YouTube. Build up these platforms along with your blog with an engaged and interested audience — these will be the initial fan base you will be appealing to. Be sure to make regular updates and create anticipation for your book, especially to your blog subscribers. Hire a freelancer or use a service like Animoto to create a compelling teaser trailer — you don't necessarily need to have a manuscript in order to do this.

**Map out your outline.** What will be the main points of your publication? This could be from a series of blog articles or videos you have already published or by starting from scratch based on your own personal experiences and research. Write out a basic skeleton of each chapter and what you want to convey to your readers in each step. Every section should be answering the who, what, when, where and why questions and provide a valuable insight leading to the conclusion. This could be the most time-consuming process of your book, but is well worth the time before you start the writing process.

**Edit your copy.** Once you have a first rough draft in place do an overview of your work. While it may be tempting to edit while you are writing it's always best to save that until you're finished. Rewriting is a creative process where you can add or delete ideas with a fresh mind. Once you have another version ready invest in a professional editor or use an online editing tool for a professional



finalization of your book. Your goal as an author is to appear as professional as other published authors and to eliminate any grammatical and spelling errors. Remember that you want your work to be the best that it can be to both readers and professional reviewers.

**Create a stand-out cover.** Next to hiring an editor or purchasing software is the important expense of graphic design. Do your homework and investigate prior clients of any designer you plan to hire and find out what their exact turn-around time is. Make sure they understand what your book is about and how it should represent your brand. If you are publishing a fiction novel determine how your cover can stand out from others in your genre. A good designer will guide you through this process and offer multiple ideas to choose from. If a book is getting skipped over on places on Amazon chances are they are not being drawn in with a compelling book cover.

**Decide on print, digital or both.** Once you have a completed version of your book decide whether this will be in print, as a eBook, or provided in both formats. This of course depends upon your initial budget and many authors find that publishing through places like Amazon's CreateSpace for their first title can bring in enough income to also produce a print copy later on. There are a few good publishers who handle self-publishers specifically like Book Baby and Author House. Do your research on each platform to find out which one would be the best fit for your niche.

I've helped many authors take control of their publishing goals, become bestselling authors, get speaking engagements, get on television, radio and media. Without the hassle of having to turn to a traditional publisher. 2017 is almost over. Now is the time to get started on your book and be ready for next year. [Contact me](#) for a 30 minute consultation to get started.

## Don't Judge a Book by its Price

By Brian Jud



Deciding upon the price of your book may have more impact on your sales and profits than any other marketing decision. Yet some authors and publishers determine the price by matching competitive prices, multiplying the unit printing costs by eight, or pricing their book at what "feels right." Any of those choices may negatively impact your operating income (OI). Instead, base your book's price on marketing strategy.

Let's look at the choice of multiplying the unit printing costs by eight. Suppose your unit printing cost is \$1.87 (of course, that depends on the quantity printed). Eight times this amount would yield a list price of \$14.95. This covers your distributor's percentage (70%), and even with a promotional budget of \$1 per book and could yield \$1.61 per sale. At that rate you would need to sell 621 books to generate \$1000 of OI.

However, what if your competition is selling a similar book for only \$11.95? If you matched that price and maintained the same cost structure you would only net \$ .71 OI per book sold. Consequently, you will have to sell 1408 books (a 126% increase in sales) to reach \$1000 of OI. A simple chart illustrates these circumstances.

List Price	\$14.95	\$11.95
Distribution @ 70%	\$10.47	\$8.37
Production	\$ 1.87	\$1.87
Promotion cost	<u>\$ 1.00</u>	<u>\$1.00</u>
Total costs	\$13.34	\$11.24

Operating Income	\$ 1.61	\$ 0.71
<b>Books per \$1000 of operating Income</b>	<b>621</b>	<b>1,408</b>

What should you do? There are at least three alternatives from which you may choose.

**Option 1: Price at \$11.95 without changing the cost structure.** This alternative could be appropriate for those who intend to use the book as an altruistic endeavor, or to establish a foothold in a new market. This could also be the path for the those who choose to sell books in large quantities for corporate buyers.

**Option 2: Price at \$11.95 and reduce costs.** Here, your objective is to lower your expenses to increase OI. For example, you might print a larger quantity, reduce the page count, eliminate expensive graphics or find a lower-cost printer.

Or, you may decide to sell only through a wholesaler with a 55% discount. Conversely, you might decide to sell directly to special-sales niches, eliminating distribution fees entirely. However, the increased revenue does not necessarily drop to the bottom line since your marketing costs will escalate as will the time necessary to perform the sales function.

If you set your price at \$11.95 and reduce some of your costs, you could make more operating income by selling fewer books:

List Price	\$11.95
Distribution @ 55%	\$ 6.57
Production	\$ 1.25
Promotion cost	<u>\$ 1.50</u>
Total costs	\$9.32
Operating Income	\$2.63
Books per \$1000 of operating Income	381

**Option 3: Price at 14.95.** You might decide to go with the higher price *and* implement all the cost-saving actions stated above. At first glance, this appears to be the strategy that would pour the most money into your coffers. But if you provide a premium-priced book that is seemingly identical to that offered by competition, most people would opt for the lower-priced one.

All is not lost because you can still apply creative marketing strategy. Eliminate side-by-side price comparisons by selling directly to non-retail buyers in corporations and associations. Here the buyers do not have ready access to competitive titles, and will view yours only in relation to how well it helps them solve their problems.

You can maintain a higher *price* while reducing the *cost* to the buyer by offering discounts or implementing other pricing strategies:

- *Discounts.* Consider *cash discounts* to reward buyers who pay their bills promptly (2/10, net 30) or quantity discounts to those who purchase in large volumes (such as in special-sales markets).

- *Promotional pricing.* Offering a money-back guarantee is one example of promotional pricing, as is seasonal pricing when you provide a discount for purchases made during periods of slow sales. Bundling is another example. And a reduced price "for this event only" illustrates special-event pricing.

These alternatives demonstrate that pricing is more intricate than simply multiplying your printing costs or mimicking your competition. Different printing quantities yield varying costs for the identical book and different distribution strategies result in dissimilar operating incomes. The answer to your pricing dilemma lies in your ability and willingness to apply strategic thinking to your marketing efforts. Choose the option that best suits your skills, markets, objectives and the time you have available to implement your plans.

*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?

As a book publishing-company executive seeking long-term growth, you should re-examine your business model and deploy your marketing capabilities in ways that create competitive advantage and long-term growth. Thus, you are confronted daily with the mission of running vs. reinventing your firm.

You do not have to make enormous changes to your current model to exploit opportunities. All you may need is a little exploration into different ways of reaching existing and potential buyers. For example, in addition to selling books only through book retailers and to libraries, you could generate sales to corporations, associations, and schools. There are also non-bookstore retailers through which you could sell your products. These include gift shops, airport stores, military exchanges, supermarkets and specialty stores.



There are two elements on which to focus when creating a new business strategy: your business model and your marketing competence. Here is a matrix that points out how you can exploit these two variables to adapt your organization and reinvent your publishing company.

## 3 Ways to Sell Books from Your Author Website by Michele DeFilippo





Often we are asked by authors, “What will a website do for me? I already have a Facebook page....”

Having a Facebook page is really quite essential these days, even if it seems the daily slog to get people to “like” your page can be too much. Basically, you need to grab every opportunity to gain exposure for your book. A website, Facebook page, Twitter profile, Instagram account, a page on

Goodreads...everything adds to your author profile and helps build your community of readers. But you can sell books from your website as well. Here are three ways:

**Link to Online Retailers.** On your Home page and Buy the Book page, include links to online retailers such as Amazon, Barnes & Noble, and IndieBound. IndieBound is a website that allows people to order your book online and purchase it from a local independent bookstore of their choosing.

When you sell your book through an online retailer, your “publisher compensation” is your book retail price less a wholesaler discount, which ranges from 40% to 55% (i.e., a chunk of your profit). The printing costs are then deducted from that amount as well. On the upside, all shipping is taken care of and the buyer pays the shipping at checkout. Note that you can download retailer logos and Buy buttons to spiffy up your links and make them pop. Read our blog post on how publisher compensation is calculated, what wholesale discounts are, and why you should manage your print-on-demand yourself to maximize profits.

**Set Up a Shopping Cart.** Set up a shopping cart on your site using a service such as PayPal, Stripe, or a merchant account at your bank. In the age of print-on-demand (POD), you can now order and ship the books directly from the dashboard on your CreateSpace or IngramSpark account. There is some clerical work involved, but on a positive note, you keep all the revenue minus the printing and shipping as no wholesale discount is deducted (unless you charge shipping to the buyer). If you charge the buyer for shipping, you’ll need to add a shipping option to your shopping cart. Alternatively, you could offer “free” shipping to encourage buyers to purchase from you rather than Amazon. Buyers will almost always check the price on Amazon, so keep an eye on the discounted price Amazon is charging for the book and match it.

Make sure you tell people that they can order your book in bulk (if appropriate). Ask them to contact you directly to discuss pricing. You can make this bulk order through the dashboard on your POD account and ship it directly to the customer.

**Set Up an Aer.io Store.** Use IngramSpark’s Aer.io “store” to accept orders and payments. IngramSpark fulfills the order and ships to the buyer. You pay a small monthly fee and a 15% wholesale discount to Aer.io. Your profit is higher and there is no clerical work involved. Basically you set up the store and book sales from your website are on auto-pilot.

And Don’t Forget Facebook... You can also set up a Shop on your Facebook page. You can opt to let buyers check out on Facebook or to send buyers to a page on your website.

Authors often ask if they can send buyers to IngramSpark or CreateSpace to buy books. The answer is “No.” These are your POD accounts. Buyers can purchase from retailers, directly from you, or from your Aer.io store but not from IngramSpark or CreateSpace. As noted above, however, they can buy through your website and you can order the books from IngramSpark or CreateSpace. This is a great option for bulk purchases.

Do you have questions about self-publishing or book sales? Give us a call or stop by [1106design.com](http://1106design.com) to learn more.

**Seven Ways To Get Speaking Gigs  
By Publishing Articles And Blogs  
Carol Sankar, Forbes Coaches Council**



Writing has always been one of my favorite hobbies. When I was a teenager, I used to go to the bookstore and imagine my name on the spine of one of the featured best-selling books in the front of the store. Although writing a book appeared to be an overwhelming task, I knew it would become one of my life and career goals to create a literary work that would contribute to my personal legacy.

My literary journey started with blogs and articles. In the early stages of my career, I treated it like a hobby. Today, I find inspiration in strange places or from conversations with friends and family. My mission is to bring awareness to the issue of gender inequality in C-level professions. I must say that the past four years of my life have been a whirlwind of travel, consulting and speaking to elite organizations around the world on various issues surrounding gender inclusion. I was in shock when I was called to give my first TED Talk and several others, simply by writing.

Although there are a ton of articles, books and videos that teach you "how to get paid to speak," many which I have read myself, my own experience has been much different. The days of sending pitches and publicity stunts have not worked well for my business model. Instead, my passion for writing has been my gateway to the stage. One of the most overlooked elements of getting booked and paid for your message is in your ability to memorialize your expertise in blogs, articles, editorial pieces and contributions for leading platforms.

I had published thousands of articles until I found a system that created value. Here are seven ways to get booked to speak and increase your credibility as an expert.

1. Write often. Credible sources need to view several professional ranges of your expertise in your own authentic professional voice. Feature a broad range of your work consistently.
2. Make sure you solve a problem in your writing. You must prove that you are an expert in your field with a unique solution to its problems. Create a few "how-to" pieces of content that demonstrate your simple solutions. Readers require simplicity to keep their attention.
3. Provide a short bio in every article publication. Many writers are so passionate about writing, they forget to add a short professional biography, which allows the reader to authenticate the author. Create a call to action, as well. Keep it sweet and simple. It also allows meeting planners to begin gathering research about you
4. Feed your articles and blogs to the market. A crucial mistake speakers and authors make is believing someone will "find" their work without feeding it to the market. Unlike marketing to the masses, feeding your articles and blogs to the market requires you to forward your finished work to meeting planners and professional organizations where you would like to be featured as a speaker -- not just to your base of support. Remember, the market is flooded, and you must ensure others subscribe to your message.
5. Become a contributor on high-level platforms. Publishing your content on your personal blog is wonderful, but well-paid speakers are expected to be contributors and content writers for larger platforms. Connect with other well-known contributors to learn how the platforms are working for their speaking business as well. Remember, reputable platforms matter.

6. Create a theme for your content. All of my content features the title of my movement, The Confidence Factor for Women. It provides consistency for meeting planners who may be seeking a presentation on confidence, women, gender or leadership. Create a theme that you will be known for, not just random content to gain popularity.

7. Become a resource for other writers. There is power in being quoted by other great writers and thought leaders that can lead to lucrative speaking opportunities due to the honorable mention. These stories will captivate an audience by giving them a look at how your expertise and experience is shaping other leaders.

With the immediacy of streaming content, many speakers are getting lost in the market of creating value for live audiences on premium-level stages. However, there is an untapped market that many writers, bloggers and enthusiasts can take to gain the notoriety of executive meeting planners, companies and organizations who may want to book a speaker with your background. Never underestimate the power of memorializing your message in writing.

## **2017 End-Of-Year IngramSpark Order Recommendations for United States Orders**

**By IngramSpark Staff (@ingramspark)**



**APSS has a partnership with IngramSpark. Here are some pointers to help you plan for your Holiday printing needs.**

First gourds start popping up in the grocery store. Then come the Black Friday ads. Soon

Mother Nature gets in on things and the leaves start to change. Before you know it, the holidays are here and you're rushing to get your end-of-year orders in. The holiday sales season isn't sneaky. Some of the signs are already here, but it still manages to take authors by surprise. But not this year. This is the year you beat the holiday rush and here's how.

### **Step 1: Get Your United States IngramSpark Orders in Early**

Regardless of whether your book has anything to do with the holidays, the end of the year is a busy time for you, us, and United States mail carriers. Even if your book isn't holiday themed, a lot of people give books as gifts. A 2016 survey done by Deloitte showed that over the past 6-years, books have consistently ranked in the top five gifts consumers buy during the holidays. Here are a few other examples for which you may want to plan ahead on your IngramSpark print orders:

- If you have events planned for the rest of the year, order those books now.
- Higher volume orders will take longer to process, order those books now.
- Different book types have different turnaround times (hardcovers take longer than paperbacks), so order those books now.

Order now in anticipation of the unusually high demand that accompanies the end-of-the-year sales season in the United States. And not only demand on you from your readers, but demands on those who help your books get from point A to point B, meaning mail carriers and our printing facilities. Things to Consider When Placing Your IngramSpark Orders:

- Titles must be in a printable format and approved for production before placing your order.
- Carefully consider your shipping method during high volume times. Refer to your mail carrier's website for their estimated shipping times throughout the end of the year.
- When you place your order, write down your quoted turnaround time for future reference.

### **Step 2: Place Your Orders Before These IngramSpark Order Recommendations for the U.S.**

You are more than welcome to order books after these recommended dates, but be aware that there are more factors at play at the end of the year that could potentially affect your order delivery date for orders placed after these dates.

**Hardcover: December 1, 2017**

**Paperback: December 8, 2017**

\*\*\*Rush and express order options will not be available for the rest of the year after December 1, 2017.\*\*\*

Everyone has a lot on their plates during the end of the year. But if you follow these two simple steps, you'll set yourself up to beat the holiday rush and be able to capitalize on more sales opportunities. Because the end-of-year rush is most prominent in the United States, we're offering a promo code for orders printed in the United States. Use promo code STOCKUP17 when placing print orders between 50 – 1,999 copies, and we will give you 5% OFF your order until October 31. Use the APSS-member promo code and save the \$49 setup fee for Ingram Spark

## Upcoming APSS Marketing Webinars

**Nov 8:** "Electronic Editing" by Patricia Charpentier, 6:00 pm ET, <http://tinyurl.com/y8lo28ks>

**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

*Women Who Won* by Bill Ellis is an invaluable compendium of inspiring and motivating examples of achievement. Profiling 28 women from around the world - some of whom are absolute icons and others who will be new to many readers - all bring a life story that is compelling and intriguing. More importantly, every story delivers profound insights for us to learn from and apply in our lives - no matter our gender.

Winning is not about being the most talented, it's about being the most determined and *Women Who Won* helps us understand that if we embrace and commit to our dreams, set a goal, and find a way to do better than we've ever done before, we can all be winners.

