



THE SALES INFORMER

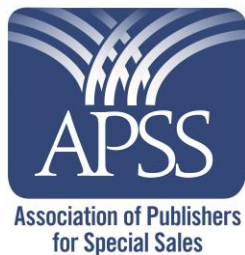
Association of Publishers for Special Sales

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

Volume 5, Issue 11, Number 54 November 2017

Here is your November 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



The APSS Mentoring Program

APSS has a new program that can help you generate profitable sales by working directly with an expert on a variety of book-publishing and marketing topics. You are invited to participate and talk to an industry professional at no charge.

You can talk with people to ask questions or learn about how they can help you. If you both agree to continue the relationship, you can do so at a mutually-agreed-upon fee.

Thank you so much for the very informative mentoring session yesterday. Self-publishing is a highly complex, not to mention risky, undertaking. It's extremely helpful to have an organization like APSS and knowledgeable professionals like yourself to draw on for advice. Judi Schindler

[Learn More](#) About it

There is no cost for you to be matched with a mentor, who will then contact you individually to arrange a mutually convenient time and date for the initial consultation.

APSS Tip for Finding Potential Non-Bookstore Buyers

Segment your titles by the time of year. Graduating college seniors represent an annual source of recurring revenue for job-search information regardless of the general economic conditions that might impact your sales to the general public. Marketing titles during specific celebratory periods could be included, too. For example, September is *Read-A-New Book Month* and June is *National Fresh Fruit & Vegetable Month*. Visit www.holidayinsights.com for more ideas.

APSS Tip for Negotiating Large-Quantity Orders

Negotiate all the disputed options simultaneously, not serially. If your prospect says your price is too high, you may negotiate an equitable price. Your prospect feels the deal is done. But then you say that customization will cost more, and the delivery date must be extended to accommodate the lower price. Now your prospect may become suspicious, wondering what else you neglected to include in the price. That thought process does not generate a trusting relationship. Uncover all your prospect's questions and deal with them as part of the whole so that when you come to agreement it is final and equitable.

APSS Tip for Making Persuasive Sales Presentations

Provide case studies. Describe similar situations in which a customer used your book successfully. Do not divulge any confidential information, but describe a time where your book was used as the key promotional tool to solve a problem similar to that of this prospect.

APSS Creative Exercise -- Think Inside the Box

In brainstorming sessions people are told to think outside the box. They typically lead to ideas, but most of them are eccentric or irrelevant and cannot be used. They are commercially impossible, inappropriate to the company's mission or just off target. However, the best creative ideas are generated when tight constraint are placed on participants. Boundaries can allow people to be functionally imaginative.

How to set creative boundaries? Consider the most unproductive areas in which people's thought's might stray. These are the mundane practicalities such as price, production, distribution, timing and resources – anything that could put a block on ideas. Use these only to define the “box” inside which ideas need to be generated.

An example is in the film Apollo 13. After an explosion, the module's carbon dioxide filter is broken and the astronauts will suffocate. In Houston, the team leader brings in three boxes containing everything available in the module. “We need to find a way to make this (holding up a square filter) fit into a hole made for this (holds up a round one) using nothing but that (spills box content on table).” They fix the problem.

APSS Pro-File – Tom Krause



Tom Krause is the President of the new APSS chapter in San Diego. He is a first-time author after almost 40 years in Finance and IT management with several Fortune 500 companies. In 2017, Tom authored a handbook entitled *Decisions That Count – A Simplistic Approach to Making Life's Financial & Personal Choices*. Although useful to almost everyone, the goal in creating this publication is to provide information that assists young adults to make better financial and personal decisions as they progress through life. Tom looks forward to meeting others in profession and building an APSS chapter in San Diego. If you would like to join APSS-San Diego or help Tom get the chapter started, contact him at Tom@bookapss.org

APSS Top Ten List

Have a Meeting of the Minds. Growing your business depends in large part on your ability to innovate – both content and marketing. Moving from your core business (trade sales) into special (non-bookstore) markets is an example. Creating a mastermind group can help you access the combined knowledge of others to help you make the move. To do this, build an environment in which people feel comfortable, willing and able to innovate. **Here are the Top Ten Principles For Developing a Successful Mastermind Team.**

1. Coming up with One Big Idea is not the answer. The ability to implement the idea creatively is the key. Strike the right balance between innovation and the realities of performance.
2. APSS will help you build a mastermind team of people from in and outside your company with a shared sense of purpose, value and rules of engagement.
3. Encourage an atmosphere of mutual trust and respect to reduce tension so people leave their comfort zones to participate.
4. Manage creative tension through an environment that supports the sharing of undeveloped ideas while allowing suggestions that can improve ideas and spark new thinking.
5. Assemble a portfolio of wide-ranging ideas, and then promote passionate, but controlled disagreement to flourish as you combine, refine, expand and reduce them to a few workable concepts.
6. Do not seek either/or thinking. Integrate ideas, combining part of option A with parts of option B and option C to create a new and better option.
7. Keep creative conflict focused on ideas, not on individuals.
8. Innovative content does not have to come from authors – it should come from your target readers. Once their need is established, brainstorm new ways to satisfy it. One solution may be a book, but there may be other paths.
9. Lead the discussion by asking questions in a way that stimulates debate. Instead of asking, “How can we increase revenue?” you might ask, “In how many different ways can we increase revenue?”
10. Learn more about [APSS Mastermind Groups here](#)

APSS will get your team started by facilitating the first few meetings, serving as a catalyst to develop 1) creative abrasion (the ability to generate ideas through discourse and debate), 2) creative agility (the ability to move from idea to idea for integrative innovation), and 3) creative resolution (the ability to make decisions that combine disparate and sometimes even opposite ideas)

APSS Featured Supplier – Jaffe Book Solutions



The quality you want. The quantity you need.

Jaffe Book Solutions (JBS) is a short-run book manufacturer (from 50 to 500) offering high-quality printing and book binding at competitive pricing. We specialize in vibrant 4-color hardcover, PUR Perfect (paperback) and library bindings produced on the latest in Canon imagePRESS technology and made in the USA. Our partnership with our sister company Booksource, a market leader for K-12 classroom libraries, allows us to manufacture publishers' Booksource purchase orders in our shared distribution center. Using our short-run services will help maintain your cash flow, reduce inventory levels, improve turnaround time, maximize warehouse space, and eliminate having to destroy unused inventory. Contact us at info@jaffebooks.com or 877-400-6782. www.Jaffebooks.com

Novel Ideas

Tips to Help You Sell More Fiction in Special Markets

What Makes Novels News (By Jodee Blanco)

Remember, there's no such thing as a book that's impossible to publicize. Sometimes, especially with certain types of fiction, it isn't the message of a book that offers the best media angle, but the provocative questions raised in the book that can be packaged as news. In *The Deep End of the Ocean* by Jacquelyn Mitchard, a couple struggle to save their marriage after the mysterious disappearance of their youngest son, who shows up on their doorstep nearly 13 years later, completely unaware of the truth about his past. A bitter custody battle ensues between the boy's biological parents and the family who raised him, who never knew he was a stolen baby.

Although the story was fictional, the book struck a chord with the media because it prompted real questions about the rights of children caught in nontraditional custody battles. Additionally, it explored the subject of missing children from the intriguing perspective of the parents' psychological and spiritual struggle. The publicist who handled the campaign for *The Deep End of the Ocean* did a wonderful job ferreting out and focusing the media on the newsworthiness of the book.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



When selling your book, remember that it is the least important thing in the discussion. Don't talk about what your book is, but what it does.

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

7 Mental Marketing Principles for Authors and Solo Professionals

By Sheri McConnell

Authors and solo professionals can grow their businesses by mastering the seven mental marketing principles outlined below:

1. **Try new things.** It is crucial that you stay involved in your industry and network with other professionals. You will learn the techniques that really work and build phenomenal long-lasting partnerships this way. For instance, have you considered hosting an online radio show, podcasting, or blogging to promote your books and other products?
2. **Recognize fear and move through it.** Are your fears keeping you from trying new marketing techniques? Pick up the phone and ask for advice from someone who is already doing what you want to do. Buy an info product that teaches you--so you can learn at your leisure. I do this constantly. For instance, before I started recording teleseminars, I purchased--guess what--a teleseminar on doing teleseminars. Doing so alleviated my questions and it was easy to do the first time because I was prepared.

3. **Revisit old ways of thinking and be willing to change--don't stay set in your ways.** I have worked with writers and authors that were very reluctant to change some of their marketing efforts. They got set in their ways and became fearful of wasting money on new techniques. I taught them that successful marketers are in a constant state of evolution--always changing and adopting new strategies; using feedback from their customers and their bottom line to figure out what to change.
4. **Dig deep into your programming--be aware of the preconditioned beliefs of your parents and family.** It is never too late to make improvements. For years, I remained my own worst enemy. I had decided before I even started that I was only going to market using A, B, and C techniques and against D and E without any testing or research. I had already decided it wouldn't work. Why? Because I had preconditioned beliefs about the value of what I was offering and about my customers. Sometimes, we actually think we can read our customers' minds. We can't. Get feedback and they will tell you what they want.
5. **Keep an open mind.** How did I reprogram myself and let go of my preconditioned beliefs? I began to open my mind to the many possibilities and I actually started testing marketing ideas instead of letting them dart around in my head. I continued the process by studying my competitors, successful colleagues, and assembling my own group of advisors. Remember that success is meant to be shared. Help others and they will naturally come back to help you.
6. **Measure results and then reinvent yourself and/or your company as often as needed.** Measure your results by conducting surveys (www.surveymonkey.com is a great tool) and keep an eye on your bottom line. If you aren't meeting your financial goals, it is time to eliminate what isn't working and create new products (books, audios, etc.) and create processes that help you work more efficiently. Hire a professional coach or mentor. Don't rely on your friends and colleagues to give you honest feedback. That is too much pressure on your relationship. Pay a qualified person instead. With my mentees I have one goal in mind--helping them succeed and I can't do this if I don't give them the honest feedback they need to make more money. It is my job to help them make a plan to make the necessary changes.
7. **Take risks!** You must get used to taking risks. The best marketers take risks and put themselves out there. They are often controversial, on purpose, to create a buzz about their book. Take calculated risks by continuing to focus on learning new, proven promotional techniques that have worked for other professionals in your industry. Marketing is definitely a numbers game. You will try 3 techniques for every 1 that works for you and your particular book. With every risk you take, you will learn more!

Start using these mental marketing principles and I promise you will see positive results. And if you are overwhelmed, just remember what Henry Ford said, "Nothing is particularly hard if you divide it into small parts."

Here is some additional content if you ever need it. Take care!

http://www.ezinearticles.com/?expert=Sheri_McConnell&o=title&opt=ecats

Segment Your Prospective Buyers for More Sales

By Brian Jud



You could sell more of your books if you can answer two questions honestly. First, how often do people think about your book? Second, how often do people think about their own problems? You will probably agree that people think more about how they can solve their problems, learn something, improve themselves or be entertained than they do about your book. However, if you can show them how they can help themselves in some way by reading your book you are likely to increase your sales and revenue.

Defining your target reader.

When asked who their target reader is, many authors reply, “I do not know,” or “everybody who likes (their topic).” Either answer will reduce your sales and profits. If your book is for everybody, how much would it cost you to reach them frequently enough to make an impact -- if you could find a way to do so?

Consider Gloria Boileau’s title, *Stop the Fear! Finding Peace in a Chaotic World*, a book about ways to resolve fear (<http://www.gloriaboileau.com/>). Her premise is that everyone is afraid of something, at some level. But how can you tell “everyone” the ways in which your book will help them? One way is to divide your target readers in categories. Using these techniques, Gloria might address the people who are afraid of flying, dying, being in a relationship or other types of fears.

Remember that you are marketing to *people*, not to segments. So who is the typical person in each segment who will actually purchase your book? If you can describe those individuals and the problem that consumes them, you can communicate the ways in which the content of your book can help them.

Continuing with the title *Stop the Fear!*, what if “soccer moms” were singled out as a target segment? These mothers might be fearful for the safety, health and future of their children. In this case, Gloria would define the typical “mom” who will benefit by reading her book, in terms of age, education, life style and geography. She would seek answers to the following questions, defining the “typical mom” and creating a composite of the person to whom she will market.

- What is her average level of education? That will dictate the vocabulary you choose to use.
- About how old is she?
- How much money does she make? This could influence your distribution choices. Should you have your book available in Wal-mart or Neiman Marcus?
- To what ethnic or religious groups does she belong? Sell your book to churches?
- In what leisure activities does she participate or watch? Could Dick’s be a potential outlet?
- What magazines and newspapers does she read? Send your book for a review, or submit articles for publications in the print media.
- In what current events or issues is she most interested? Use examples in your articles and releases.
- Is there a particular life event she is facing (e.g., divorce, career balance, childbirth)?
- What makes her happy? Unhappy?
- What are her problems or ponderous issues?
- What organizations or associations does she join? If it has a bookstore on its website, have your book in it.
- To what radio and television shows does she listen/watch? Choose these to perform on the air.
- Are there geographic concentrations of prospects?
- How can you reach her?

Knowing who buys, and why, will help you more effectively position your brand in the minds of your customers. Then implement your advertising, trade dress, publicity and selling strategies so they interact and consistently project this image favorably.

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 or www.premiumbookcompany.com @bookmarketing on Twitter

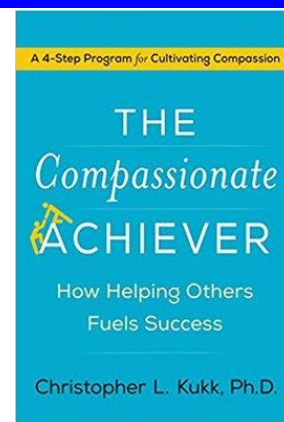
What's the Big Idea?

Taking risks may simply be a matter of changing the way you think about risks – they are more like adventures. While in the corporate world many years ago I was afraid to leave the secure position and start my own business. Then came a layoff and I decided to listen to Robert Schuller who said “I’d rather try something great and fail, than do nothing and succeed.” Is something holding you back from making the leap to special sales?



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

The Compassionate Achiever: How Helping Others Fuels Success by Christopher L. Kukk. A powerful, practical guide for cultivating compassion - the scientifically proven foundation for personal achievement and success at work, at home, and in the community. For decades, we've been told the key to prosperity is to look out for number one. But recent science shows that to achieve durable success, we need to be more than just achievers; we need to be compassionate achievers.



A Closer Look at the 2018 FedEx and UPS Rate Increases

By Keith Korhely is the Senior Program Manager of PartnerShip®

With the New Year approaching, it's time to look at the UPS and FedEx rate increases for 2018 and how they will affect your costs. In September, FedEx announced an average increase of 4.9% on Express and Ground services. UPS joined the party in October, announcing that they will also be increasing their rates by an average of 4.9%. The new UPS rates will take effect on December 24, 2017, while FedEx will be instating them a week later, on January 1, 2018. Here are some quick facts:



- FedEx Express, FedEx Ground, and FedEx Home Delivery rates will increase an average of 4.9%
- UPS Ground, UPS Air, and international rates will increase an average of 4.9%
- UPS is lowering the dimensional weight divisor to 139 for domestic packages less than or equal to one cubic foot in size (1,728 cubic inches)
- Surcharges for larger packages will rise sharply
- FedEx is adding a 2.5% third party billing surcharge to match UPS
- Additional surcharges and increased rates will apply during the 2017 holiday season

The averages might be the same, but the rates vary. With higher increases for some services and lower increases for others, you can't budget based on your costs increasing 4.9%. It's important to look at what services you use, your package characteristics, and the locations you're shipping to. You will need to evaluate the new rate charts, the surcharge increases, and other changes to find your biggest cost offenders.

The 2018 FedEx and UPS rate increases are proof that the carriers are getting smarter, hitting shippers where it hurts most. Luckily, you don't have to navigate the changes alone. PartnerShip®, the company that manages the APSS Shipping Program, has evaluated the new rate charts and completed a detailed analysis, so it's easier for APSS Members to assess the impact on their shipping costs. Download the free white paper at PartnerShip.com/RateIncrease!

When you enroll in the APSS Shipping Program, you receive exclusive discounts on select FedEx® services – helping to offset the 2018 rate increases. For more information or to enroll today, visit www.PartnerShip.com/APSS or call 800-599- 2902.

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Face Trials of Piles with Smiles
By Jeff Davidson



Into every author's life some rain must fall and, apparently, some piles will accumulate be they stacks of mail, reports, magazine, announcements, catalogs, etc. Even in this electronic age, paper accumulates!

A basic step in managing information overload is to confront the piles head-on with a take-no-prisoners attitude. If you haven't noticed already, such piles can accumulate in a hurry. A couple of file folders, issues of a magazine, some office memos, something you clipped from the newspaper, a single day's worth of mail, some fliers left by your door, and POOF,

you've got a pile

Killer Piles on the Prowl

Piles, by their nature, tend to represent complexity and unfinished business. Each pile in your visual field, i.e., that you encounter in any given day, registers in your brain, if only for a pico second at a time, as more stuff that you haven't really dealt with. Fortunately, there are ways to handle the ad hoc piles materializing a little too frequently in your life:

- * Dismantle piles with relative grace. Have available a pen, some file folders, paper clips, rubber bands and a stapler. Now you're ready to collect everything on your desk or table or elsewhere that needs, or you suspect may need, attention.

- * Stack all of it in front of you in a temporary pile. If the pile is high, your incentive to do so may be that much greater. In 30 minutes or less, you're going to dismantle and reallocate this simplicity-threatening pile. Allocate each item to one of four locations – an important pile, an urgent pile, an interesting pile, or the recycling bin, where most items will go.

- * Allocate to the best of your knowledge. If an item is urgent and important, place it in the important pile near the top. If it's simply urgent, place it in the appropriate pile. If you are unsure of any particular item, place it at the bottom of the large stack, but only do so once for each item. On the second encounter, you have to classify it. In thirty minutes or less, the voluminous pile should be gone, and you're left with three semi-neat tiny piles.

- * Rank the items and then re-arrange them in each pile. Downgrade or toss anything you can. You're left with three smaller, more precisely arranged piles, important, urgent, and interesting.

- * Get meaner and even leaner: What else can you chuck? What can be combined, ignored, delayed, delegated, done in multiples, armed-out, automated, systemized, or used for kindling? The more items you can downgrade to interesting, the farther ahead you'll be because you can deal with these items when you feel like it.

With what's left, tackle items one by one. After you've identified the most important project or task at the top of the important folder, begin working on it. If you can't complete it, proceed with it as far as you can go. Then place it back in the folder, either on top or where you determine it now belongs. Similarly, begin on the next most important item and proceed as far as you can go.

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

Little Actions Have Big Potential

By W. Terry Whalin



Are you dreaming of some great things happening in your writing life over the next few months? I hope so. I look around at the publishing community and see great opportunity for readers—online and in print—in books and in magazines. As I read the publishing news, I learn about a continual stream of new publications and new publishing efforts. Each one is full of big potential—only if you take action.

As I speak with authors, I find many of them have deep-seated dreams for their novel to find a publisher or their nonfiction book to jump on the bestseller list. I applaud the dreams but they must be backed with consistent action. Are you searching for the right publisher for your next work? Are you actively approaching [literary agents](#) to champion your cause? When you learn about a new editor, are you writing that editor and pitching [an article](#) or an idea? Are you approaching long-term editor friends with your ideas and pitches?

When I dig into what these authors are doing to expand their writing life, I find very little action. I don't know what will catch fire and become the next best thing in the new year. I do know I will not find it, if I'm not actively looking. Also if you are stuck or not finding a place for your work, I encourage you to knock on a different door. If you are writing novels, then try to publish some short stories. If you are writing a nonfiction book or [book proposal](#), then pitch some [magazine articles](#) and write some shorter works. If you don't have any presence online then [begin building one](#). There are few overnight successes but the key is to take action every day and build potential. That potential remains unrealized if the pitch is never made and the book stays on your computer or in your file drawer.

It's an old image but big doors turn on little hinges. As a writer, you are looking for the right connection or connections to move you into the next level with your publishing life. It will not happen unless you are on the move and taking action—daily action.

And when you get rejected? I've been in this business many years and I believe it is important to plan your response for how you will handle rejection. I encourage you to follow the example of Mark Victor Hansen and Jack Canfield. When they were looking for a publisher for *Chicken Soup for the Soul* and getting rejected. Each time, they turned to each other and said one little word, "Next." That word propels you forward to the next opportunity and the next place to consider your work. It prevents you from sticking the idea back in your drawer and never sending it out again.

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

Upcoming APSS Marketing Webinars

Dec 6: “Congratulations! You've written a book... Now what?” By Lisa Pelto, 6:00 pm ET, <http://tinyurl.com/y7a8mf36>

Dec 19: How to Create a Marketing Plan That Will Take Your Sales to a Higher Level; By Scott Lorenz; 6:00 pm ET, <http://tinyurl.com/yb9zdptu>
