



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 12, Number 55 December 2017

Here is your December 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



Association of Publishers
for Special Sales

The APSS Mastermind Program

What do you need to succeed in book publishing? Your first thought may be money, particularly OPM -- Other People's Money as an investment. However, that is not as critical as you may think. Money will come when you do everything else right. The most important attributes that lead to success cannot be purchased. Here are the Top 10 "Must Haves" for success in book publishing: 1) information, 2) skills, 3) contacts, 4) plans, 5) ideas, 6) accountability, 7) feedback, 8) camaraderie, 9) support, and 10) resources. APSS can help you utilize them with a different OPM - Other People's Minds. Create a Mastermind Group and have a meeting of the minds. Learn more at www.bookapss.org/APSSMastermindGroups.doc

APSS Tip for Finding Potential Non-Bookstore Buyers

Transactional Segmentation categorize customers as first-time buyers, or those who purchase frequently or in large quantities enhances customer dialogue and repeat sales. This permits reaching prospective buyers with the appropriate message at the right time.

APSS Tip for Making Persuasive Sales Presentations

Do your homework before presenting to retail buyers. Retailers sell your book off their shelves. Your content is important, but your cover design and promotion are critical to the sale. It is almost the opposite when selling to corporate buyers where content is king. Of course, you should have an attractive cover design and your promotion can help the salesperson get in the door. But it is your content -- and how it can help the buyers reach their goals -- that makes the sale. They want to know how your material can make more money for their companies or improve their employees' morale or productivity.

APSS Tip for Negotiating Large-Quantity Orders

Be patient. It takes time for relationships to develop. Also, the purchasing process in large companies can be ponderous. Let the system unfold without trying to force the issue. A factor contributing to a lengthy decision process is, “corporate buyers have to go through a formal purchasing process,” states Terry Roberts. “They can’t make decision like an entrepreneur would because they have to talk to their bosses and plan the timing to coincide with budget periods or product launches.” Work with them to set up a time line to introduce your proposal, and then help them abide by it. As Ralph Waldo Emerson said, “The game requires coolness, right reasoning, promptness and patience in the players.”

APSS Creative Exercise – Category Stealing

In this technique, choose a category different from books (automotive, food, healthcare, sports). Then ask how people in that business would approach your issue. Identify the characteristics of well-defined industries, such as their usual approach to finance, branding, distribution, pricing, promotion, et. Then find what you can use to apply to solving your issues. You can apply the same principle to people. Make a list of those you respect in any other field. How would they approach a solution to your problem?

APSS Pro-File – Helen Chang



Helen Chang is an author, speaker and bestselling ghostwriter. She leads Author Bridge Media, which assists entrepreneurs and visionaries to write, brand and publish their books. The company has done more than 400 books and media projects, for clients such as Michael Gerber of the E-Myth books, Dani Johnson of ABC’s Secret Millionaires, and Scott McGillivray of HGTV’s Income Property.

Helen has turned many of her clients’ books into multiple products, earning beyond seven figures. One author’s first book grew into a business division worth more than \$100 million.

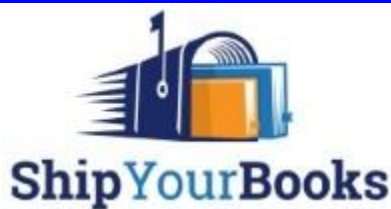
APSS Top Ten List

Do you want to produce better books and sell more of them? Here are the **Top Ten Things To Help You Be More Successful in Your Book Marketing in 2018.**

- 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 must 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.? Where do they shop?
- 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) **Have an assorted promotion mix**, using publicity, advertising, sales promotion and personal selling.
 - 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 must 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 **P**lanned your actions, **I**mplemented your actions passionately, then **E**valuated your results and made necessary changes

APSS Featured Supplier



As an author you realize that the primary responsibility for marketing your book falls on you.

So if you're spending your time doing \$10 tasks like packing books and running to the post office that means you aren't spending that time doing marketing. That's where Ship Your Books comes in. You store your books in our centrally located facility and when you get a new order for your book we automatically receive that order notice. We pack your orders and ship them out that same day. The process is entirely hands-off for you! For more information please visit ShipYourBooks.com or phone (812) 877-7100.

Novel Ideas Tips to Help You Sell More Fiction in Special Markets

What channels, besides bookstores, reach people interested in this story? Consider non-book stores, non-book wholesalers, book clubs, other publishers in the United States and abroad that might buy rights, catalogs that focus on your story's subject, plus associations, institutions, and corporations. And don't be afraid to go where no book has gone before! Diana Brown got a jewelry-store chain to showcase her novel, *The Emerald Necklace*, during May -- emeralds being the birthstone for that month.

Tips for Selling to Non-Bookstore Buyers By Guy Achtzehn



Stop thinking in terms of *books* and start thinking in terms of delivering information in the form in which buyers want it delivered. Some publishers believe the key to increased income and profits is to publish more books. However, the quest for a revolving front list can actually limit your profitability as it depletes your limited resources of time, energy, creativity, attitude and money.

Instead, find out if the people in your target audience want the information you have, whether fiction or nonfiction, delivered as a printed book, ebook, audiobook, a seminar, a booklet, in a 3-ring binder or as a DVD. A book may be the best way to communicate your content, but at least be open to considering new product ideas. An open book and an open mind have a lot in common. They can both stimulate your thinking in unknown areas.

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

Signs You're Burned Out – And What to Do about It

By Cloris Kylie



I used to think that because I loved working on my business, I was immune to what the Urban Dictionary described as a “state of emotional and physical exhaustion caused by a prolonged period of stress and frustration,” i.e. burnout.

Then, one morning, after another 14-hour day cranking blog posts, posting on social media, recording new videos, and serving my clients, I woke up with the urge to forget about the entrepreneurial dream, cash out my retirement savings, and use the money to travel around the world. My life felt overwhelming. I needed an out—fast.

You might have felt something similar in the past and done nothing about it, but the danger is that unaddressed burnout can lead to long-lasting psychological and even physiological problems.

Burnout is akin to stress on the most potent steroids, and you don't want that. Here are signs you might be experiencing burnout and what you can do about it. You are beyond tired—mentally and physically

You might have so much trouble concentrating that day-to-day tasks seem to take forever. A constant feeling of overwhelm accompanies you. Your dearest goals seem insurmountable. Your body might also show the signs of burnout: sleeping too little or too much, being always hungry or having no appetite, and feeling achy and out of sorts. I remember feeling so tired that it seemed impossible to write one more article, check one more email, or meet one more client.

Your zest for life abandons you. When you're burned out, your attitude shifts—for the worst. Even if you had always been positive, you might feel that nothing excites you anymore and picture worst-case scenarios. I would chastise myself for having missed out on opportunities, for having spent time and effort on marketing tasks that didn't work, and for wasting years of my life trying to fix the unfixable. I felt like a loser.

You start questioning everything in your life—including your own life. A clear sign of burnout is wondering why you do what you do on a daily basis. You might have frequent

existential crises in which you ask yourself if “this is it.”

My burnout made me feel disgusted by the prevalent need to conform to society’s rules. I questioned the reason for birthday parties and holidays. Why bother?

Even worse, I concluded there was no point in working hard because no one would have cared if I hadn’t existed, and no one would miss me if I disappeared.
You’ve become cynical

A cynical attitude, a contemptuous form of pessimism, might be one of the clearest—and most damaging—signs that you’re experiencing burnout.

You might dread to spend time in the company of other people, and if you keep this attitude long enough, those around you will want to stay away from you.

I became a cynic when burnout hit the hardest. Because all I could focus on was my negative feelings, my cynicism prevented me from connecting with people who could help me and from finding a solution to my situation.

You want to get “the hell out” of wherever you are. Just as I considered cashing out my retirement savings to travel around the world, so you too might feel the urge to escape your current life. You might fantasize about starting from scratch in a different town or even moving across the globe. Witness relocation program? “Sounds good,” you think!

This urge to escape is a byproduct of the fight-or-flight response to extreme stress, but it’s also your intuition guiding you to the solution of burnout, which I can summarize in what I’ve called the “3-S Burnout Cure.”

Stop. This means to stop doing work-related tasks NOW. Not possible? Then at least stop energy/productivity-zappers like:

- Constantly checking your never-ending stream of emails
- Posting on social media just because you think you should
- Joining dozens of groups on Facebook or LinkedIn that don’t help you move your business forward
- Going live on FB without a clear strategy
- Writing blog articles that don’t help you grow your business
- Feeling that you have to do it all: podcast, blog, live videos, you name it!
- Saying yes to invitations to “get together for coffee” or “have a chat on Skype” just to be nice

There’s one phrase I always say to myself: “When I say NO to something that doesn’t serve me, I say YES to myself.” Makes sense, right? Bottom line: your time is precious! Treat it as such.

You might be thinking, “Well, being more selective I can do. But breaks? I don’t have time for breaks!” You’re not alone! I thought the same...

Consider whether you’re just rationalizing that there’s no time for breaks. You might tell yourself you’ll stop when you finish x phase of your project or when you empty your inbox. But once you’re finally done, you find that there are 10 more things that need to be done ASAP. Yikes!

Ask yourself, “Is this really a MUST right now?” “What is the worst that can happen if it doesn’t get done today?” It’s likely that the answer will be, “This can wait.”

Also, in your current state of burnout, you won’t be productive if you decide to push through, and the lack of results will make you feel worse.

Gather the courage to stop. Now. It was challenging for me to ignore the 34 items on my to-do list, but I knew the future of my business—and my sanity—were at stake, so I made myself stop and then followed the next 2 steps within the “3-S Burnout Cure....”

Switch. To break free of burnout, you need to introduce variety and change to what you’ve been doing. Have you ever felt sore after a long workout? If you had tried to exercise your sore muscles at the same intensity the following day, you might have suffered a severe muscle strain. To recover for muscle soreness, the best approach is to lighten your workout or even better, to exercise different muscles.

Same happens to your mind. A strained mind needs to be worked in different ways. If your tasks are mostly analytical, switch to a creative project or physical activity for at least a day.

If you deal with clients all day, spend time away on your own. What matters is that you dramatically change what you’re doing. For me, a day spent by the ocean and disconnected from electronics was the perfect remedy. With every crashing wave, I felt a surge of hope and energy.

Not only that; my creative juices started flowing, so I was able to figure out what I needed to eliminate from my daily tasks to get back to balance.

That’s how step 3 of the “Stop-Switch-Strategize Burnout Cure” was born!

Strategize

If you go back to your old ways of doing things, burnout will return. That’s why it’s critical that you take time to figure out how to modify your workload (eliminate a good portion of the 80% of activities that only create 20% of results).

- Spend most of your time on tasks where your brilliance is needed and outsource or eliminate the rest.
- Get more done in less time (focus on optimizing the 20% of activities that create 80% of results)
- Take care of your mental and physical health.
- Document the changes you intend to make, and commit to immediately executing your strategy.
- Choose to only focus your time and effort on what moves your business forward!

One of the most significant strategic changes I made was to stop slaving over the computer for hours writing articles nobody read, and posting on social media without a clear strategy.

What did I do instead? I used the power of influencer marketing. I learned how to leverage my connections with leaders of existing audiences (influencers) to grow my list and attract the right potential clients. This strategy works so well because of the same reason that referrals are so powerful: instant authority building and trust.

I see leveraging existing audiences as the most powerful form of referral. When I replaced all my efforts trying to “go at it alone” with collaboration, I finally saw my hard work and dedication create positive results. The fear and overwhelm that used to keep me awake at night

were replaced with confidence and ease. Now, when I open my eyes first thing in the morning, I can't wait to get up and continue doing what I love.

However, I was careful this time to only focus on the options that created the most leverage—if not, I knew I would end up back in burnout mode again! I explain the influencer marketing (leverage) strategy in detail in my webclass: “How to attract the RIGHT clients & build authority without purely relying on ads or slaving over the computer,” which you'll be able to access when you download my influencer guide: *15 Ways to Get Noticed by Influencers to Grow Your Business*.

Using the strategies I share in the class, I was able to streamline my efforts and grow my business with minimum ad spend. I invite you to check it out! (If you stay till the end, you'll also get access to a PDF download with specific ways to implement this.) What other changes can you make to achieve balance?

You might consider booking a day or weekend away once a month, adding a date-night or family outing to your schedule, or reconnecting with old friends. You might want to spend time on your favorite hobby or treat yourself to more healthful, delicious meals. Remember, you must commit to take care of yourself regardless of how much work is left to do.

Now, I make sure to reserve time to be in nature, to paint (I'm an artist at heart!) and to remain in touch with those I love, bringing a better sense of balance to my life. If you follow the “3-S Burnout Cure,” you might not only become more productive, but you'll get a surge of great ideas to achieve personal and business success. Your clear, relaxed, positive mind will be your greatest asset when you say goodbye to burnout!

Cloris Kylie, MBA

Helping Entrepreneurs Grow a Magnificent Business

www.cloriskylie.com

[PDF: How to Get Noticed by Influencers to Grow Your Business](#)

A Meeting of the Minds

Brian Jud



What do you need to succeed in book publishing? Your first thought may be *money*, particularly OPM -- Other People's Money. However, that is not as critical as you may think. Money will come when you do everything else right. The most important attributes that lead to success cannot be purchased. Here are the Top 10 “Must Haves” for success in book publishing:

Information
Contacts
Ideas
Feedback
Support

Skills
Plans
Accountability
Camaraderie
Resources

There is another OPM supply into which you can tap on your own and as frequently as you need it: Other People's Minds. Expand your business and become more profitable by using the knowledge, creativity, energy and contacts of other people. This is accomplished through a Mastermind Group, a team of people who meet regularly to help each other solve problems and increase business potential.

What is a Mastermind Group?

A Mastermind Group is an on-demand source of the 10 critical success attributes. It is a small, interactive team of people who have experienced the trials and tribulations of successful book publishing, and are willing to share their lessons. In addition, a Mastermind Group is a community in which you can actively participate and get the benefit of differing perspectives to help you achieve your personal and business goals. In short, it is your own personal board of directors.

Why join a Mastermind Group?

Typically, independent publishers are so embroiled in their day-to-day activities that they do not have (or take) the time to step back and evaluate their relative progress. Additionally, constant rejection and weeks without friendly human contact can erode the enthusiasm of even the most positive people. You can reduce this mental deterioration, improve your business and experience the following benefits if you join or start or join a Mastermind Group.

- * **Assess your activity.** Preparing for each meeting makes you focus on where your present actions are taking you.

- * **Constructively critique your plans.** Your teammates provide a sounding board upon which you can bounce ideas in a secure environment. You know that their comments are offered in a spirit of trust, understanding and helpfulness. Your teammates feedback forces you to think through your strategies more carefully, leading you in directions you might not have discovered on your own.

- * **Increase your mental toughness.** The exchange of information among members fosters the personal initiative, imagination, courage and enthusiasm you need for continued success. The camaraderie which develops among Mastermind Group members provides psychic sustenance through lean emotional and financial times.

- * **Eliminate repetitive explanations.** Each person in your Group becomes familiar with the others' businesses. Consequently, you can introduce ideas for new strategies without repeatedly explaining the details of your circumstances.

- * **Expand your network.** Your teammates will know other people who can assist you. Their contacts can be invaluable in helping you obtain what you cannot on your own.

How is a Mastermind Group formed?

Most entrepreneurs have an informal network of people who they lean on for information. Compile a list of those you feel would be good candidates for team membership and inquire about their willingness to join. If they agree, ask them to suggest other potential members.

Try to select people with varied expertise in such areas as marketing, design, accounting and law. Your goal is to achieve the optimum mixture of knowledge and personalities that will energize a cooperative flow of information. All members should provide input from their perspectives just as a corporation's board of directors provides its CEO.

It will be helpful if your comrades are knowledgeable about the book business because they will understand the traditional discount structures and return policies. Exclude competitors because you will be discussing confidential business information.

As an alternative to starting from scratch, join a Mastermind Group run by the Association of Publishers for Special Sales (APSS). Learn more about these Groups at www.bookapss.org/APSSMastermindGroups.doc

Begin every meeting by asking each person to give a summary of success he or she experienced since you last met. As time goes on you will look forward to this as an opportunity to share your success with people who understand the difficulty of achieving it.

The proper composition of personalities and knowledge will result in time well spent. As time goes on, your meetings will help to develop a productive, congenial, long-term relationship among people seeking mutual success and profitability.

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?

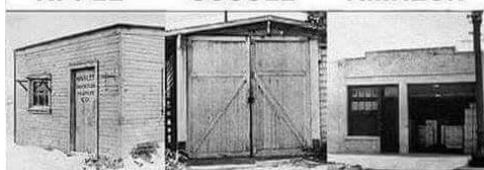
Where It All Started



APPLE

GOOGLE

AMAZON



HARLEY

DISNEY

MATTEL

Big Things Have Small Beginning

As you plan for 2018, think minimum, not maximum. Don't try to do too much too quickly. Take one step at a time – the smallest meaningful unit of change.

Just call one new prospect each day. Prepare for each call. Have the prospect's website on the screen in front of you so you can talk intelligently about the buyers' products and companies. Have some general ideas of how they could use your content as a promotional product. Then evaluate your results before making the next call. Do more of what worked, and change what didn't. Before you know it, you will have made some large, profitable, non-returnable sales. APSS wishes you success and happiness in 2018 and beyond.

Upcoming APSS Marketing Webinar

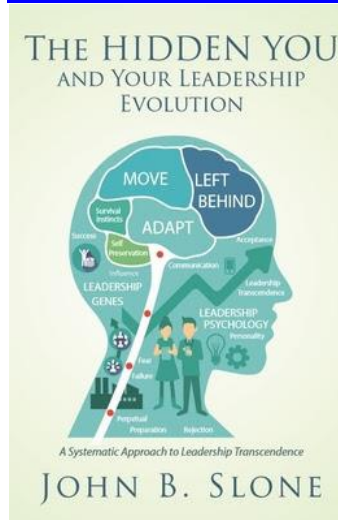
Jan 3: "Congratulations! You've written a book... Now what?" By Lisa Pelto, 6:00 pm ET, <http://tinyurl.com/y7a8mf36>

Jan 18: "How to Create a Marketing Plan That Will Take Your Sales to a Higher Level," By Brian Jud, 6:00 pm ET, <https://tinyurl.com/ybjkce2p>

Feb 7: "How to Promote and Market Your Book," By Scott Lorenz, 6:00 pm ET, <https://tinyurl.com/y946z8ce>

Read It and Reap

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



The Hidden You and Your Leadership Evolution by John B. Slone. In today's business world, there is an enormous gap between how leaders are supposed to act versus how they actually act. As a leader, where do you fall on the spectrum?

In his debut book, John Slone teaches readers about discovering one's Hidden You and using it to become the best leader possible. Before you can successfully lead others, you must first discover both the physiological and psychological attributes that make you, you. Every leader needs a systematic approach to successfully lead while taking into consideration the complexities of human behavior and the innate survival instincts that are consciously and subconsciously invoked in every human interaction. Only by understanding this can you begin your leadership evolution and embark on a journey toward leadership transcendence.

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)

Now that we're beginning a new year, are last year's books still saleable to non-bookstore buyers?
Susan Neu

Most non-bookstore buyers in the non-retail segment are less concerned with the publication date than they are with how the content of your book can help them or their customers, employees, students or members. Assuming your information is relevant, corporations may use it as a premium to increase sales of their products, magazines as a way to increase subscriptions or by museum gift shops as a way to enhance the experiences of their guests. In each case, the format of your information may have to be changed to accommodate the buyers' needs.

Given the fact that you probably already have a frontlist and backlist, evaluate your complete inventory of titles, and then devote your attention to marketing those with the greatest potential. Then sell them in nontraditional places such as schools, colleges, hospitals, pharmacies and/or military bases. These groups might purchase them for resale, as premiums or as gifts

7 Secrets to Writing Persuasive Back Cover Sales Copy

By Casey Demchak (@caseydemchak)



Every author knows the importance of a well-designed book cover can never be overstated. However, moments after being engaged by your cover, readers are going to flip your book over to read the back cover.

If your cover is good enough to grab readers, your back cover copy needs to convince them to buy. For authors who self-publish this can be a challenge because writing promotional copy may not be their area of expertise. Plus, for many authors it's never easy to "brag" about themselves and their own work.

Here are seven essential tips that provide you with a success formula for creating back cover copy that motivates your crowd to take action.

1. Start with a headline that makes or implies a promise. Headlines have two simple goals: capture the attention of readers and drive them into your body copy. You don't need zippy, clever, sexy headlines to do this. In fact, simple headlines are usually the most enticing. Start your headline with an action word and then state or imply a promise of what readers can expect to gain from your book. Here are a few examples.

- Learn Newly Uncovered Secrets about JFK's Murder
- Discover How to Think and Grow Wealthy
- Find Out What Drives Serial Killers to Act
- Thought-provoking questions are also a great way to grab readers.
- Are you dying to know who wanted Marilyn Monroe dead?

2. Make your copy "at-a-glance" friendly. If your headline draws readers in, don't lose them by using large blocks of text to fill out your back cover. Instead, make it "at-a-glance" friendly by employing a liberal use of headlines, subheads, short paragraphs and bullet points. This common sales writing technique creates a lot of open space around your copy, which visually makes it look fast and easy to read.

3. Choose exactly the right voice. Create a definite, confident voice for your back cover. Depending on your topic, your writing should emanate authority, compassion, wisdom, insight, humor, suspense, intrigue, mystery, etc. Choose a voice for your back cover that matches your book and fuel it with emotion.

4. Create a powerful rhythm. Think of the movie trailers you've seen for the films you love. They move at a steady rhythm and pace because their creators know they only have one minute to convince you to go watch a two-hour movie.

The same can be said for a back book cover. You've got one page to motivate people to read your entire book. After you've written your back cover copy, it should have a beat and pulse to it that you can snap your fingers to as you read it.

5. Focus on what your book is about – not on what happens. It's certainly acceptable to write about what happens in your book. However, focus your back cover much more on how readers will benefit from your book. What curiosity will you satisfy? What challenge will you help readers overcome? What itch are you going to scratch?

What thirst will you quench for your audience? What inner desire or need are you going to meet? Describe the human satisfaction and value readers will gain from reading your book. Take your writing to this level and your ability to motivate readers to buy increases dramatically.

6. Stir up human emotions. The only marketing messages that really move us are ones that grip us on an emotional level. Always describe the benefits readers will derive from your book in emotional human-value terms.

Think of it this way: you don't read about anti-aging skin creams so you can get rid of wrinkles. You read about anti-aging skin creams to get rid of wrinkles so you'll feel more youthful and vibrant. You don't read a murder mystery to find out who did it. You read a murder mystery to stimulate your imagination and create a sense of intrigue and excitement within yourself.

No matter what your book is about, your crowd will read it to fuel specific emotions within them. Identify what those emotions are and use your back cover copy to stir them up.

7. Leave them wanting more. This technique requires a little practice, but always conclude your back cover in a manner that leaves your readers begging for more. Wet their beak. Tease them up. Give them the sizzle, but not the steak. However you want to phrase it, conclude your back cover so readers have no choice but to flip through your table of contents as they're reaching for their wallet.

Casey Demchak is an author, speaker and recognized expert at writing highly-effective sales copy for coaches, authors and corporate clients. You can sign up for his free, weekly sales writing updates at www.CaseyDemchak.com.

