



THE SALES INFORMER

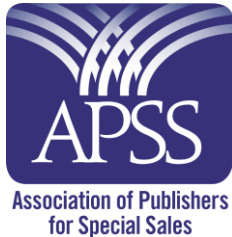
Association of Publishers for Special Sales

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

Volume 6, Issue 12, Number 67 December 2018

Here is your December 2018 issue of *The Sales Informer* ezine. We intend this to help APSS members sell more books to non-bookstore buyers. This newsletter is sent only to paid APSS members. If there were any problems with this delivery, please let me know.

APSS Update from the Executive Director - Brian Jud



Display your books (print, ebook or combo) at ALA Midwinter Conference. Deadline is January 4

Have you ever wanted to display your books before thousands of librarians, but didn't want to spend thousands of dollars to do it? APSS has an agreement with The Combined Book Exhibit® (CBE) to display APSS members' books at the American Library Association Midwinter Conference.

Print Book Display (per title)	\$140
Ebook Display (per title)	\$140
Print/Ebook Combo (per title)	\$175

- Attendees can order your books on the spot.
- All books are displayed face out, visible to all attendees
- You can also provide your own order forms/ promotional materials
- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

Register for ALA (and many other shows) at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

To Your Success,
Brian Jud
Executive Director, APSS

APSS Tip for Finding Potential Non-Bookstore Buyers

Write a description of the people who will want to purchase your products or services. This should result in a one or two sentence description along the lines of "business women who travel for work," "manufacturers, inventors and home owners interested in green technology" or "people with strong leadership skills who want to start their own business." Where do they shop? Congregate? Go to school? When do they buy?

Editor's Note: See Guy Achtzehn's article below for tips on how to find buyers' contact information

How Much Money Should You Spend on Book Publicity?

Brian Feinblum

It is becoming apparent there are several types of authors out there. Which one are you – and what type of approach to book marketing should you take?

The first way to look at authors is how they are published. Are they with a major traditional publisher, a small press, university press, hybrid publisher, or self-publisher?

Another way to look at authors is whether this is their first book or not. One also has to determine if they are writers who hope to generate many books, or if they are not writers by trade but merely consider this a hobby.

Do authors see their book as:

Launching a series and a writing career?

Having true best-seller potential?

A mere calling card for their business or profession?

A one-time event to tell their story and legacy?

A way to promote a movement or useful information?

Being unique, amazing, first to say something, or newsworthy?

Depending on how a writer views the purpose and potential of his book, one can then determine an appropriate book marketing strategy and set a budget to reach certain goals.

Certainly, other factors play a role in what types of PR campaign you should execute, including: timing, distribution, genre, and competition.

When I broke into book publicity nearly 30 years ago an old standard for book publishers was to invest one dollar per book printed for book promotions. So if you printed an initial run of 7,500 books, you spent 7,500 bucks on marketing that book. But today's metrics have changed.

Sales are hard to predict, no matter who the publisher or author is. Many publishers overguess sales of an anticipated blockbuster and end up pulping leftover copies, while other times publishers need to scramble back to press to fill orders for books where they didn't predict such demand would exist. However, one knows that publicity is needed to jumpstart sales and give a book at least a chance at success.

So how do you determine how much money and effort to put into a book? It comes down to this: Will you benefit from getting publicity, even if the book doesn't sell a ton of copies? How do you put a value on marketing when the payoff may come through other means?

For instance, maybe the book publicity exposure allows you to get a better job, launch a business or grow your consulting and speaking gigs? Maybe the publicity helps change people's lives and push forward a movement or agenda that until now had been lacking? Perhaps the publicity helps you get a book deal with a literary agent or publisher – or earns interest from movie houses?

When it comes to setting a budget, you need to spend what it will take to get the job done. You can't half-repair a broken car, can you?

You need to determine what types of job you want done. You don't want to just throw money at something, thinking it just has to work – and you don't want to shortchange a dream or a real opportunity at success.

Some authors borrow money, find investors or determine to make financial sacrifices in order to do what it takes to fund a strong book publicity campaign. I don't recommend taking a second mortgage out, but I do see the appeal in authors stretching their budget in order to have a legitimate opportunity to break through and advance their careers.

It's not an easy decision. I get that. But if you are willing to write a book and put your all into it, don't stop supporting it. Do what you can to give yourself true fulfillment.

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

Book Selling University has courses to help you produce better books and sell more of them. Today's featured course BSU-163: How to Get and Use Book Reviews, by Victoria Sutherland and Michelle Schingler. See it and more at <https://bit.ly/2IAQn55> View it up to 5 times

APSS Tip for Making Persuasive Sales Presentations



Your presentation is not unlike a job interview. You are rarely hired on the first interview. interviews you meet with – and present to -- others involved in the decision. You do not get every interview, nor do you get every sale for which you make a presentation. But you have to put energy into every presentation as if it is the most important one you ever made.

APSS Tip for Negotiating Large-Quantity Orders



Find and eliminate the pain. Murphy's Law is alive and well in special sales. Things have gone wrong in the past, and most likely will go wrong in the future. If you can find the pain points in the past and show how you can minimize them occurring in the future, you are well along the path to closing the sale. You are also demonstrating your desire to solve their problems.

Again, start by asking a question. You can uncover past problems by saying, "If we were to agree today to implement this proposal and you were to look back a year from now, what would make you glad you agreed to do it?" The response will usually be, "Well, everything would have gone smoothly. Everything would have been delivered on time and we wouldn't have all those problems trying to placate our customers." Now you know prompt delivery is a "pain point" and you can focus on your on-time delivery pledge.

APSS Membership Benefit

Are you taking advantage of all APSS has to offer?

Sales Promotional Items

Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, keychains, and hundreds of other promotional products. APSS can help you use promotional items to:

- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

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

Ingram Spark Discount -- With Your APSS Discount



As of January 1 you can save 50% on the IngramSpark set-up fee with your APSS membership. IngramSpark is an award-winning online service for indie authors that provides the same quality print and distribution services enjoyed by big-time publishers. Once you finish and format your book, IngramSpark makes it possible to share it with the world, including readers, over 39,000 booksellers, and

librarians, and more than 70 online retailers. Focus on what you do best — creating innovative content — and let IngramSpark do the rest: print, ship, and distribute your book. APSS members contact Kim@bookapss.org for the IngramSpark Promotion code and registration link

APSS Top Ten List

Do you want to produce better books and sell more of them next year? Here are the **Top Ten Things to Do to Help You Be More Successful in Your Book Marketing During 2019.**

1. Have good content that is based on a market need and is different from or better than what exists (if you think there is no other book on your topic, think again); you are not selling books, but selling how your content meets buyers' needs better than other options;
2. Have a quality product, which includes professionally edited text and marketable cover design (front, rear and spine) and page layout
3. Have reasonable expectations – recognize that the world doesn't care that you wrote and published a book – you have to make them care; it could take years to reach profitability

4. Know and define your target readers (not “everybody”) and group them in market segments; then, form is a variable – do buyers (in each target segment) want your content as a printed book, ebook, DVD, seminar, etc.?
5. Work with distribution partners to get your book into retail stores (bookstores and non-bookstore retailers); recognize that retailers don’t sell books – they display books that are profitable to them (if your book doesn’t sell, it’s gone); have a “knock-off factor” – a reason why they should place your book on the shelf instead of one that is there now)
6. Understand that distributors don’t sell books – they fill the pipeline; it’s up to you to get people to go to stores to buy your book (“pull” vs. “push” strategy); if your book doesn’t sell in 90 days because of your lack of promotion, it is returned; (sell through)
7. Re-invest revenue for “perpetual promotion” – you are running a business and need to consider the volume and velocity of revenue; don’t quit your day job until sales reach a profitable level; manage your time
8. Consider selling to non-retail buyers (corporations, associations, schools, military, libraries); You have to do the selling (prospecting, proposals, presentations, negotiating) or find someone to do it for you; sell *to* vs. sell *through*; non-returnable sales; rights sales (subsidiary and foreign);
9. Run the numbers; create a cash-flow analysis for at least five years into the future; what will it take to be profitable and are you willing to do what it takes to make it happen?
10. Do all this and book marketing is as simple as PIE because you Planned your actions, Implemented your actions passionately then Evaluated your results and made necessary changes

APSS Featured Supplier



Book publicist Scott Lorenz is President of Westwind Communications, a public relations and book marketing firm with a special knack for working with authors to help them get all the publicity they deserve and more. Westwind clients have been featured by Good Morning America, CNN, ABC Nightly News, Nightline, TIME, PBS, LA Times, USA Today, IBD, Wall Street Journal, Washington Post, Howard Stern, NPR, Woman’s World, FOX News, Entrepreneur and many more.

Lorenz utilizes the latest methods and tactics including Facebook, Twitter, Pinterest, book trailers, YouTube and his long time relationships with members of the media and top Amazon reviewers. You name it Lorenz employs it! For more information contact Lorenz at: <http://www.book-marketing-expert.com/> or scottlorenz@westwindcos.com or 734-667-2090.

Your FedEx and UPS Shipments Will Be More Expensive in 2019
Leah Palnik, Partnership



FedEx and UPS rates are going up in 2019, and it's more important than ever that APSS Members know how to mitigate the impact to their business. PartnerShip®, the benefit provider that manages the APSS Shipping Program, has analyzed the new rate charts so APSS Members can accurately prepare for the year ahead. Download the free white paper to see a breakdown of where you'll find the highest increases and get a simplified explanation of the complicated changes you need to be aware of.

Links to digital content:

[https://www.partnership.com/free-white-paper-on-fedex-and-ups-rate-increases?promo_code=7946&utm_source=association&utm_medium=content&utm_campaign=PS\(7946\)](https://www.partnership.com/free-white-paper-on-fedex-and-ups-rate-increases?promo_code=7946&utm_source=association&utm_medium=content&utm_campaign=PS(7946))

[https://www.partnership.com/micro-site/enroll-now/apss?promo_code=7946&utm_source=association&utm_medium=content&utm_campaign=PS\(7946\)](https://www.partnership.com/micro-site/enroll-now/apss?promo_code=7946&utm_source=association&utm_medium=content&utm_campaign=PS(7946))

Visit [PartnerShip.com/APSS](https://www.partnership.com/APSS) for complete program information and to enroll in the free APSS Shipping Program. If you have any questions, please call PartnerShip at **800-599-2902**, or email sales@PartnerShip.com.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Two Tools to Help You Find a Buyer's Email Address

When it comes to selling, finding the buyer's name isn't the hard part. The real hard part is getting in touch with that person! However, it doesn't have to be, and is probably much easier than you think. If you utilize the right tools and know where to look, you will be able on your way to a more meaningful and successful approach, that doesn't have to begin with "I'd like to connect with you on LinkedIn". Below are two tools and tips you can use on a regular basis to make sure you can locate the best email contact information for a prospective buyer.

1. Hunter (formerly known as Email Hunter). Hunter (<https://hunter.io/>) is a Chrome extension that uses the email naming convention of a company to guess the proper email address. For example, if your name is Joe Smith and your company uses the email template of jsmith@company.com, it is easy to guess another employee's email... if you know their name; it's clearly the first letter of the first name followed by last name at company.com. So, if you are on Brian Jud's LinkedIn page, Hunter would come up with the guess bjud@bookapss.org. You have to create a free account to get the complete address. Hunter will only find work-related emails and you are allowed 150 uses per month for free. The search is based off of the most recent employer on that person's LinkedIn page, so if the individual no longer works for that company, this will be a dead email.
2. Lusha. Another Chrome extension called Lusha (<https://www.lusha.co/>) will find both personal emails as well as phone numbers. It scours the web to find where a person's email and or phone number is located. It is important to note that Lusha only allows 10 free uses per month (however for a price you can upgrade this option) and the free uses are shared between organizations.

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

Maximize Your ROI – Return On Ideas

By Brian Jud



Publishing companies need to innovate regularly to create new value for their customers. But innovation in itself should not be the final goal. Not only must you spot opportunities, but you should capture value so you get paid for it, too.

There are two kinds of innovation. One is in value creation and the other is in value capture. Many businesses stop the creative process when a good idea is developed, believing that once it is implemented it will generate money. But unless value capture – maximizing the return on your idea – is also contemplated, you can leave money on the table.

For example, publishers look to authors as the source of ideas. But when a significantly new concept is acquired, the process typically falls back into a routine. The content is published and distributed as has always been done – through bookstores (bricks and clicks). After a certain period the tome is relegated to backlist status, profit is not maximized and potential gains lost forever.

As revenue decreases, thoughts of increasing sales often fall back on pricing issues. But changing the price of a book from \$15.95 to \$14.95 or running a special offer for a limited time do not constitute pricing innovation. When sales and revenue bottom out, the blame is placed on the product life cycle, the belief that the book has run its course and it is time to replace it with a fresher title.

But a key to increasing revenue and profits is not to publish more books, but to sell those you already have on hand. Here are some ways in which you can apply a little strategic thinking to increase the return you get from your ideas about selling your existing books.

The most familiar is value-based pricing. This occurs when the publisher charges according to the content's worth to the customer and stops setting prices by simply marking up production cost or calibrating against competitive prices. The challenge is how to determine the perceived value. When selling to corporate buyers you can use your presentation and negotiating skills to communicate the benefits of your content, increase the value of your proposal, and subsequently the amount of money you receive for the sale.

Change the value carrier. What is the value carrier in your offering? It is the part of the experience on which you hang your price tag. This could be your slogan ("The only book that gives you..."), or it might be your author's reputation. Ask yourself two questions, "Is my price tag affixed to the right part of the package?" and "What would happen if I moved it?"

Bundling represents another way to change the value carrier. In this practice you offer several products as a package, and the total price is less than purchasing each individual piece separately. You could bundle a backlist title with a popular one in your frontlist (or perhaps from a different author). A variation is the all-inclusive offer. Here you include a book (or books) as part of a seminar or consulting package. These actions make price comparisons more difficult.

In addition, you can increase the value of your book to those who are mentioned in it. When you name a person or company in your text, it becomes worth it for them to help you promote it. You might even get people or companies to pay you to include their name in your book.

Get a corporation to sponsor your book. Two bachelors researched a book about why some marriages last so long. In Project Everlasting they induced a company to give them a motor home in which they could travel the

country interviewing people in successful marriages. They also received sponsorship money from hotel chains, jewelers and 800-FLOWERS.

Another technique is to auction your books. This could work not only on an auction site, but if your book is being used as a fundraiser by an association or school. The downside of auctioning is that the final price may be below what you had expected. You can eliminate that problem by setting a minimum bid.

Demand-driven pricing relies on fluctuations in demand to drive changes in price. This could apply in cases where you are selling seats to your seminar or workshop. An early-bird special might entice early adopters to register, with later deals to lure laggards.

You could also mimic Priceline and allow prospective buyers to name their own price. You might use this technique as the starting point when negotiating with a corporate buyer interested in purchasing a large quantity of your books. The buyer will start with a low offer, expecting you to respond with a higher price. Generally the final price is somewhere in between the two.

Use your book in a razor-and-blades model similar to a company like Gillette selling a razor inexpensively (or giving it away) to lock you into years of purchasing blades for it, thus securing a future revenue stream. An example is to give away the first chapter of your book through your website, enticing people to purchase the remaining chapters. A continuity program is another example of this technique, as is giving your book away as an enticement to attend your workshop.

Change the segment to which you sell. Instead of selling your children's book through B&N and Amazon.com, sell it to children's hospitals, children's libraries, Parent-Teacher Organizations, private schools, home-schooling groups, daycare centers and moms' clubs. When selling directly to buyers in these categories you might price your books based on the quantities purchased. Since there are no distribution discounts or returnable books you can be more profitable even at a lower price.

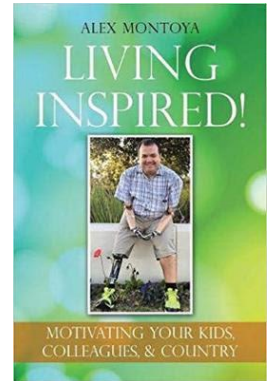
Sell books in large quantities to corporate buyers, associations or even the military. This introduces pricing incentives such as coupons and self-liquidators. See several articles on this topic at <http://tinyurl.com/85o9f3k> among many other free articles.

The lesson is not to set a price and live with it for the life of the title. Be innovative. Devise new ways to present the value you offer buyers and charge an amount that reflects that value. You should see a profitable return on your ideas.

Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. His company offers commission-based sales of books to buyers in non-bookstore markets. For more information contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 673-7650; brianjud@bookmarketing.com or www.premiumbookcompany.com @bookmarketing on Twitter

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

Living Inspired by Alex Montoya chronicles Alex's journey as a motivational speaker on a mission to speak in one hundred cities. This book asks the question, "If you devoted your life to pursuing only things that inspired you, how much more could you accomplish?" Drawing upon his experiences as a business owner, immigrant, and triple amputee, Alex has delivered "A-Motivational Presentations" at places like Google, NASA, and Harvard. He has carried the Olympic torch and is in the San Diego Unified School District's Hall of Fame.



What's the Big Idea?

Stick your neck out and make next year become exactly what you want it to be. You don't have to break your neck trying too hard, simply **DARE** to do better in 2019:

Discover new markets with a better view of your surroundings.

Adapt your marketing plans to better fit your books, personality, goals and resources to sell in in a different neck of the woods – special sales.

Rid yourself of negative thoughts that could be dragging you down. Stand tall!

Empower yourself. Don't let the naysayers hold you back. You are head and shoulders over them.



We at APSS wish you great success in 2019, Brian, Carol, Guy, Karen, Kaye, Kim, Rudy, Sarah and Sharon

APSS Creative Exercise to Discover New Places in Which to Sell Your Books

The Three-Step Interview: Each member of the group chooses or is assigned another group member to be a creative partner. For example, attendees 1 and 2 are a pair and attendees 3 and 4 are a pair. During the first step, 1 interviews 2 while 3 interviews 4. (Interviewing involves asking clarifying questions, not sharing one's own information or opinions.) In step two, the members reverse roles so that 2 interviews 1 while 4 interviews 3. In the third step, each member shares his/her learning partner's responses with the group. Then, change partners and go back to the first step.