



THE SALES INFORMER

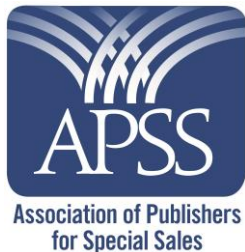
Association of Publishers for Special Sales

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

Volume 7, Issue 4, Number 71 April 2019

Here is your April 2019 issue of *The Sales Informer* ezine. We intend this to help APSS members sell more books to non-bookstore buyers. This newsletter is sent only to paid APSS members. If there were any problems with this delivery, please let me know.

APSS Update from the Executive Director - Brian Jud



Display your book at BookExpo, BookCon and the New York Rights Fair for one low price

Get exposure to thousands of people at three great events: BookExpo, BookCon and the New York Rights Fair (May 29-31, Javits Center, NYC) without spending thousands of dollars to do it. The Combined Book Exhibit® (CBE) will display our members' books there for one low flat fee.

New Title Showcase Shows (Includes Bookexpo/Bookcon and the New York Rights Fair)

Print Book Display (per title, per show) - \$225

Ebook Display (per title, per show) - \$225

Print/Ebook Combo (per title, per show) - \$275

Get even more exposure to buyer with a full-page ad in the Exhibit Catalog (BookExpo/Bookcon) for \$375 and a full page in the Exhibit Catalog for the New York Rights Fair an additional \$300

Register at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS ORDER NUMBER)

CBE displays your book(s) with those of other authors and publishers at shows with heavy traffic. CBE also creates a catalog for each show it attends and keeps a comprehensive database on its website with your contact information for an entire year.

See how much money you can save by having CBE exhibit there by visiting <http://tinyurl.com/y7bpzgld> Register with your APSS membership number (insert it at APSS ORDER NUMBER).

To Your Success,
Brian Jud
Executive Director, APSS
BrianJud@bookapss.org

APSS Tip for Finding Potential Non-Bookstore Buyers

The first step in prospecting is to define prospective buyers of your books. Your first response is probably, “That is a pretty silly question.” Of course, your customer is the person who buys your books. But if you interpret the question differently, your answer could have significant impact on your business future, since it determines your business model and where you will invest your resources.

In a retail setting, your customer could be the retailer who ordered your book to place on the shelf. And, it could be the distributor from which the retailer ordered your book. In non-retail segments people buy books not for resale, but to use as tools to sell more of their products, motivate their employees, generate more members for their association or educate their students. Couldn't they all be considered customers?

If you define the question a little differently your customers are not those that generate the most revenue for your publishing company but those that add the most value to your business. There are three factors that influence your definition of your customer, and subsequently the future of your business.

Mission. Do you place value on what your books *are* or what they *do* for the people who use your content to meet their needs? That will help you answer the next question, “Why are you in business as a publisher?” Is to make a lot of money, or to help people solve problems (weight loss or money gain), raise better children, prepare better meals or find relaxation and entertainment in an interesting story? The more specifically you define the content you purvey, the fewer customers you will have, but with a larger opportunity for growth.

Focus. At what level of the value chain do you excel? Is it acquisition? Production? Distribution? Marketing? Business development? Focus on what you do best and rely on other experts to do their part in your growth and success. Treat your partners as customers instead of suppliers.

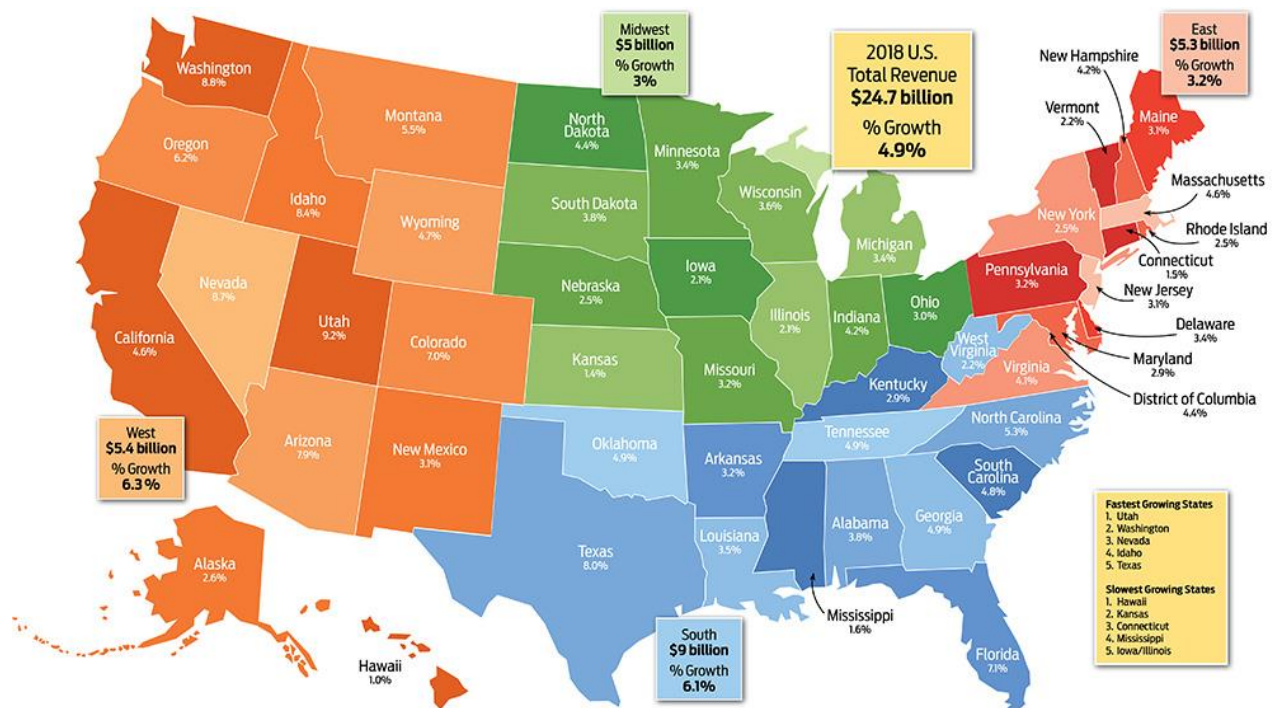
Value. Profit is, of course, valuable to the success of your publishing business. But if your quest for continuous maximum profitability comes at the expense of product quality or relationships, then its value becomes fleeting and perhaps even lethal to long-term growth.

Promotional Products State and Regional Sales Report - 2019 Our exclusive report reveals that state promotional products sales are thriving. By C.J. Mittica

The promotional products industry in 2018 generated a record \$24.7 billion in revenue, including sales growth of 4.9%, its strongest increase since 2014. Those positive figures didn't just appear out of thin air. It's an encouraging number, built by the sales distributors are recording in each and every pocket of the United States.

The evidence of that can be seen in this year's State & Regional Sales Report. A total of 39 states (and one district) increased their sales growth from 2017, including several that made leaps of multiple percentage points.

Of course, not all growth is created equal. The South and West made the most gains in 2018, filled with the largest promotional product economies (Texas, California, and Florida) and the fastest growing (the top 16 come from these two regions).



“One of the key factors in the South is certainly migration into states such as Florida and Texas,” says Nate Kucsma, executive director, research and corporate marketing for ASI. “Increases in population lead to stronger economies, and vice versa, and that really is driving this region ahead of the others.”

Fastest Growing States	Slowest Growing States
1. Utah	1. Hawaii
2. Washington	2. Kansas
3. Nevada	3. Connecticut
4. Idaho	4. Mississippi
5. Texas	5. Iowa/Illinois

After years of gaining ground, the West has finally overtaken the East as the second largest promotional products region in the country. The region is thriving thanks to its attractive job market, ongoing tech boom, growing population and affordable living.

Will these positive trends continue throughout 2019? It remains to be seen. The specter of tariffs looms over the industry and could have an impact. But distributors aren't waiting around to find out: They're too busy making the most of the countless opportunities available to them – tapping into exciting markets and leveraging the biggest trends.

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 and every course up to 5 times

APSS Tip for Making Persuasive Sales Presentations



Present your proposal as the best way to get from where they are now (As Is) to where they want to be (To Be). Potential buyers know that your ultimate objective is to close the sale and they may be a little skeptical of your numbers at first. But once you convince them that you are there to help and that you have considered alternative solutions, they are more likely to come over to your side.

APSS Tip for Negotiating Large-Quantity Orders



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

the first concession to keep the process alive; concede in small increments and get something in return and know the concession's value to both parties.

APSS Membership Benefit

Are you taking advantage of all APSS has to offer?

The Global Ebook Awards. Being accepted into the Global Ebook Awards is a stepping-stone to more publicity, multiply your investment and maximize publicity for your ebook. Your ebook will benefit from this fabulous publicity system for just \$79 per ebook, per category. **Get \$25 off with your APSS membership.** When due, register at <http://globalebookawards.com/instructions-for-entering>

APSS members get a 32% discount. When you reach the checkout screen you will see a space for a coupon. Contact Kim Tuttle george.tuttle@sbcglobal.net for the coupon code for the discount.

Eliminate the Ingram Spark \$49 set-up fee -- With Your APSS Discount

Save \$49 set-up 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

The link to IngramSpark: <https://myaccount.ingramspark.com/Account/Signup?source=APSS>

APSS Top Ten List

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

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

- 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 Planned your actions, Implemented your actions passionately then Evaluated your results and made necessary changes

APSS Featured Supplier



eBooks2go is the missing link for all your book publishing needs. Whether you are an aspiring writer or an international publisher, our end-to-end solutions supply the resources and support that enable you to pursue your passion. To date, we have helped more than 750 authors and 100 publishers

worldwide.

eBooks2go's professional guidance and affordable solutions assist self-publishing authors at every stage of the book publishing process. These consist of comprehensive publishing packages, editing, eBook production, social media marketing, cover designs, copyright registration, and even website designs.

Publishers can also turn to eBooks2go's expertise to overcome the hurdles impeding their journey to publishing prominence. Our unique publisher offerings include eBook conversion services, global distribution, royalty reporting and e-commerce solutions. We even have developed our own CMS (Content Management System) to sell online print / eBook editions, providing a new revenue stream for your catalog.

It is our mission to become the official one-stop shop for everyone's publishing needs. If you would like to learn more or need help with a project, contact Leslie Chirchirillo today at 847-598-1150 Ext. 4141. You can also reach Leslie via email at Leslie@ebooks2go.net

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



When you are negotiating a sale for a large quantity of your books, there may be one major concern and a few minor issues blocking an agreement. Work first to solve the smaller matters first. In so doing you may minimize the larger problem. For instance, price typically looms as the major hurdle. Answer several less significant issues that minimize the overall price. You may have a special arrangement with a shipping company and can offer a lower delivery cost. Offer to train their sales people on the content of your book and how to sell it successfully. You might have a relationship with a design firm and can provide the layout for sales literature. Each of these will minimize their total cost, making the overall package more

attractive. There are several benefits to this sequence.

- You add additional benefits for the buyer, giving greater value to your proposal.
- You minimize the financial impact of the deal.
- You generate momentum toward closing the sale.
- Finding inventive solutions builds camaraderie, the feeling that you are all on the same team striving to reach a common objective.
- You bring assumptions out in the open. Your prospects may express facts that had previously been assumed, such as wanting four-color photos. If you say, “Oh you wanted four-*color* photos. That’s a different price.” They may think, “What else are you not disclosing?”
- You may uncover additional variables that could work in your favor.

Contact Guy Achtzehn at The Promotional Bookstore, guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items

Answers to Your Questions About Non-Bookstore Marketing

(If you have a question about selling books to non-bookstore buyer, send it to BrianJud@Bookmarketing.com and he will answer it here)

“I can find the names of potential buyers, but where can I find their contact information?” Susan Fyler

Last month we described Hunter (formerly known as Email Hunter - <https://hunter.io/>) as a source of email addresses. 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.

The Equation for Book-Marketing Success

By Brian Jud



When authors are told they must actively market their books, many say, “I don’t like to promote. I only want to write.” However, when a book is published the author becomes a salesperson running a business. It is an abrupt, and in many cases unwanted transition that is usually not handled well. But it doesn’t have to be that way. I created a formula to help people make the transition from author to marketer. It is not a scientific, qualitative equation, but a quantitative method that is adaptable to any author’s personality and genre.

The equation should lead to Success (S) by manipulating five controllable factors to an individual’s personality and circumstances. These are Quality (Q), Fit (F), Knowledge (K), Attitude (A²) and Rigidity (R). As the equation below demonstrates, a higher value of S (as defined by the individual) will result from increasing the parameters in the numerator (Q, F, K and A) while decreasing the denominator (R). Here is the equation, followed by a description of each constraint.

$$S = \frac{(Q \times F \times K \times A^2)}{R}$$

Quality (Q) is defined in several ways. First, it is production quality, including content and editing. Also, the composition, layout and cover design should be done by a professional. Test different cover designs with target readers and buyers for their opinions.

Quality also reveals itself in marketing. A properly printed and priced book distributed through bookstores (and non-bookstore retailers) by a credible channel partner is essential. Promotion should be implemented with strategies for long- and short-term exposure and sales all directed to the needs of target reader and buyers.

An author may put vast amounts of time into the writing, production and marketing tasks, but the quality of time invested is critical since action is not the same as accomplishment. There are many marketing tasks that should be performed before and after the book is launched that lead to achievement of S.

Fit (F) is the way you organize the interactive parts of publishing and marketing as you would a jig-saw puzzle, creating your vision of success. Initially, match your dreams to reality. Run the numbers to see what is necessary to reach S. Create a cash-flow document for a better idea of where and when to invest your time, money and attitude. Similarly, match your efforts to your definition of S which could be book sales, a legacy, or to build a consulting or speaking business.

Create the fit between your content and your target readers' and buyers' needs. Many authors define them as, "Everybody who likes (my topic)." Be more specific by describing the Five Ws: **Who** they are (demographically), **Where** they shop, **When** they buy, **What** they buy (printed books ebooks or other form) and **Why** they need your content. Apply the same questions to prospective buyers in non-retail segments such as in corporations, associations, schools, government agencies and the military.

Match your marketing actions to your personality. There are many things that can be done by introverts and/or extraverts. The latter group may perform on television and radio shows, speak at large programs or conduct retail-store events. Introverted authors could do more social media including networking, blogging, SMS communication and selling off their website. Both groups could write articles, send targeted press releases, conduct interviews in print media and implement direct marketing (snail mail and email) campaigns. Remember to maintain the quality of each effort.

Knowledge (K) entails an understanding of the craft of writing, the business of publishing and the art of marketing. Learn all you can about these crucial aspects of success. Join writers groups. Join and participate in [local](#) publishing groups and national associations such as APSS and IBPA. Learn all you can about book marketing. Read books and [articles](#). Attend seminars and workshops and take courses from the experts at [Book Selling University](#). As Brian Herbert said, "The capacity to learn is a gift, the ability to learn is a skill and the willingness to learn is a choice."

Know your competition, too. Before I published my first book (a career guide titled *Job Search 101*) I went to bookstores and searched their career section. The books were arranged in alphabetical order by author. Noting where Jud would be, I evaluated those nearby for content, size, cover design, colors and pricing. That knowledge helped me publish a better book and eventually sell over 600,000 copies.

One common lament among authors is, "My book is published. Now what do I do?" You can be more effective and efficient if you organize your knowledge in a plan. It should describe how you will manipulate your knowledge of the 4Ps of marketing: the product, pricing, place (distribution) and promotion.

Attitude (A²) is squared in this equation to emphasize its impact on any publishing endeavor. Without a good attitude not much else matters. Attitude is like a bouncing ball. Each bounce is a little lower than the last, and if unattended it eventually stops bouncing, rolls for a while and stops. Authors begin their marketing trek with high expectations and enthusiasm, but experience many obstacles, disappointments and low periods that reduces their bounce. A good attitude throughout keeps the marketing ball inflated and bouncing. It keeps you motivated as you experience "The REs:" rejection, returns, rescinded orders, reality and reviews that are not good. Learn from them and use their lessons to keep yourself bouncing.

Rigidity (R) is doing what everybody else does without considering options. The ramifications of that position are important to consider because the larger the amount of R, the lower S becomes. Decrease the value of R with flexibility of thought and action. Do not get caught up with doing what everyone else is doing: the beaten path is comfortable and safe but is the most crowded.

For example, many authors think the only way to sell books is through Amazon.com and bookstores. They believe returns are inevitable and social networking is the major way to market books. However, rigidity acts like blinders keeping people from seeing many other ways and places to sell books to non-bookstore buyers -- non-returnable in many cases. As Diane Grant said, "It's better to walk alone than with a crowd going in the wrong direction."

Consider another adage: "If you do what you always did, you get what you always got." Are you satisfied with the degree of success you always got? If not, work through this equation to increase the parameters in the numerator (Quality, Fit, Knowledge and Attitude) while decreasing the denominator (Rigidity). The value of your S may increase significantly.

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

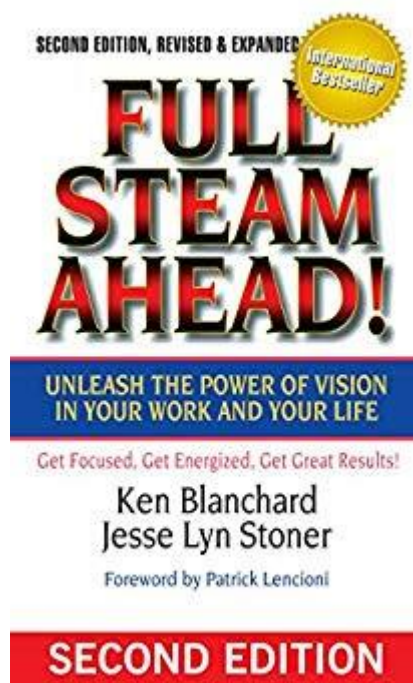
Read It and Reap An APSS Recommendation for a Book That Can Help You and Your Business Succeed

Full Steam Ahead! Unleash the Power of Vision in Your Work and Your Life, 2nd Edition, by Ken Blanchard & Jesse Lyn Stoner. Through an engaging story about two people who are struggling to create visions - both for the company where they work and for their own lives - Blanchard and Stoner detail the essential elements of creating a successful vision.

In Full Steam Ahead! you'll learn:

- How to use the power of vision to get focused, get energized, and get great results
- How to create a vision that touches the hearts and spirits of everyone in your organization
- How to create a vision for your own life that provides meaning and direction

This new edition is thoroughly revised, with a new chapter on sustaining your vision, updated examples, more information on creating vision for teams, and a new section that includes a vision assessment and a game plan for creating a shared vision.



What's the Big Idea?

Watch body language when selling. Here are some tips to help you.

Striking the right balance of power and authority with warmth and empathy is essential when communicating

Hold your head straight and avoid tilting it or cocking it to either side.

Use the whole hand rather than just you index finger (makes you appear overly aggressive)

People often touch their neck, pull on their shirt collar or lift their hair when they are anxious.

Watch your body language when selling. "Steepling" with your hands conveys that you are confident.

