



# 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 8, Issue 3, Number 80 March 2020

Here is your March 2020 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



Total Printing Systems is open during normal business hours, operating with precautions and ready to meet your printing needs without disruption. During this difficult time please continue to read books, write books, and give books while we continue to make books. Wishing you good health. Register for Instant Quote: [www.tps1.com](http://www.tps1.com) or reach out to a rep [www.tps1.com/meet-the-crew/](http://www.tps1.com/meet-the-crew/)



Are you still shipping books? APSS can help. Our partner, PartnerShip, has a Blog they will keep updating as things progress, or regress. Shipping is such an essential sector of the economy and it can't afford to be put on hold at any time. Here's the Blog link: <https://www.partnership.com/blog/post/coronavirus-update> Hopefully all of the measures the leaders of the country are taking will slow this thing down, but it will take everyone's efforts to reverse it that's for sure.

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

When people buy a book to resell it, they obviously want to buy it at a discount. To avoid having to grant steep discounts, sell at list price or short discounts to people who will use the book themselves instead of reselling it. For example, college career-development officers would buy a job-search books at list price because they would keep the book for their own use.

### How Authors Can Get Speaking Gigs (Part One)

By Scott Lorenz



Want to become a sought-after speaker? Then get cracking on this list and tell the world what you talk about and line up some speaking gigs. DO IT TODAY.

Being a book publicist, I am often asked to help authors get speaking gigs. But, it's a specialty in itself and outside our wheelhouse. Authors can make a lot of money speaking, more so sometimes than selling books, but generally, it's the book that creates the demand so there is a symbiotic relationship. Some of my clients earn anywhere from \$2,500 to \$10,000 per speech routinely. It's getting on the circuit

that's difficult.

I've compiled a list of people and companies in this business that authors can engage with, who represent potential speakers. For many of these entities their client is the company or organization looking for a speaker and not you. They want a good fit and someone who'll deliver a terrific speech. Here's the list:

**All American Speakers** <https://www.allamericanspeakers.com/category/Authors>

All American Speakers assists meeting professionals, event producers, corporate groups, universities, nonprofits and associations in booking speakers and entertainment. The database "houses booking information on everyone on the speaker circuit, regardless of their agency/bureau affiliation."

**American Program Bureau** <http://www.apbspeakers.com/literature-speakers>

American Program Bureau books renowned literature speakers, including best-selling authors, historians and poets. The website has easy-to-browse categories and sub-topics to easily find speakers for any conference.

**Charli Jane Speaker Club** <https://charlijanespeakers.lpages.co/cj-members/>

Charli Jane actively seeks speaking opportunities and lists them on their members-only website. Charli Jane's service is different from a speaker bureaus in that YOU reach out to the people looking for a speaker. They charge a nominal monthly fee but they also do the heavy lifting by compiling a list of 200+ speaking opportunities a month. Then you reach out to the best prospects. If it's a good fit you get booked.

**Christian Speakers Services** <http://www.christianspeakersservices.com/about.html>

The organization serves event planners and ministry leaders. Everyone on the speaker roster has been vetted. You must complete an application to be represented by the organization.

**ExpertClick** <http://www.ExpertClick.com> Many speakers and authors turn to Expert Click to send news releases and to expand their online platform. Their proprietary news release distribution service pushes out ten ways including via Google News. Authors can get found based on 30+ key words that meeting planners are searching. They pull the author's blog on an RSS feed and syndicate them into the press rooms, thereby getting more exposure, distribution of content and 'Google Juice. According to CEO Mitch Davis, "We have 150+ speakers and authors who use us including Patricia Fripp, Alan Weiss and Jeffrey Gitomer. We were featured in Tim Ferris's book *Four Hour Work Week*, and PRWEEK called us 'a dating service of PR,' The New York Times called us 'dial-an-expert.' I use it and recommend it. When you join at this discount link you can save

**ESpeakers** <https://www.eSpeakers.com/>

The eSpeakers Marketplace brings the world's greatest speakers together in one place and makes it easy for buyers to filter by topic, price range, and availability. Their platform takes the hassle out of booking and scheduling for both meeting planners and speakers. They offer a cloud based, multiuser calendar suite; (they're sort of like the **Airbnb** for speakers). They also connect speakers to over 50+ speaker directories saving hours of tedious administrative duties. It's no wonder they are the preferred choice for many top speakers.

**GigSalad** <https://www.gigsalad.com/>

A service that books entertainment and speakers for parties, productions and events of all kinds. This platform books 10,000+ performers and presenters across the U.S. and Canada. The website's search tool allows potential clients to view authors, categorized by genre and location.

**HarperCollins Speakers Bureau** <http://www.harpercollinsspeakersbureau.com/>

The HarperCollins Speakers Bureau is only accessible to authors published by HarperCollins, Thomas

Nelson and Zondervan. It works with corporations, universities, schools, associations, libraries, clubs, hospitals, foundations, and other professional groups and societies in the U.S. and around the world.

**Harry Walker Agency** <http://www.harrywalker.com/>

The Harry Walker Agency works with thousands of meeting planners in need of speakers. The agency belongs to the International Association of Speakers Bureaus (IASB) and has largest breadth and highest caliber of speakers in the world.

(The remainder of the list will be featured in the April issue of *The Sales Informer*)

### **About Book Publicist Scott Lorenz**

Book publicist Scott Lorenz is President of Westwind Communications, a public relations and marketing firm that has a special knack for working with authors to help them get all the publicity they deserve and more. Lorenz works with bestselling authors and self-published authors promoting all types of books, whether it's their first book or their 15th book. He's handled publicity for books by CEOs, CIA Officers, Navy SEALs, Homemakers, Fitness Gurus, Doctors, Lawyers and Adventurers. His clients have been featured by Good Morning America, FOX & Friends, CNN, ABC News, New York Times, Nightline, TIME, PBS, LA Times, USA Today, Washington Post, Woman's World, & Howard Stern to name a few. Learn more about Westwind Communications' book marketing approach at <http://www.book-marketing-expert.com> or contact Lorenz at [scottlorenz@westwindcos.com](mailto:scottlorenz@westwindcos.com) or by phone at 734-667-2090. Follow Lorenz on Twitter [@aBookPublicist](https://twitter.com/aBookPublicist)

## **Brian Feinblum**

**Chief Marketing Officer, SVP at Media Connect, a div. of Finn Partners**

<https://bookmarketingbuzzblog.blogspot.com/2019/>



### **A Book Marketing Pandemic Playbook For Authors**

In these challenging and panic-filled times, there is reason for hope, not only for our nation's well-being, but for your ability to promote and market your book successfully,

But before we proceed to talk about what you can be doing and should be thinking, let's simply acknowledge where we stand. I think by being realistic, but not alarming, we can reasonably wrap our heads around things.

Ok, times are upside down and getting worse by the minute. There is a national emergency amidst a global pandemic. Things are moving into lockdown mode. The number of cases and deaths are surging, here and abroad. So much is unknown, and what is known is not positive, and yet people need to be optimistic, patient, and supportive of each other. To only live in fear and frustration will lead to poorer results.

Americans are rightly stressed out over, in no order, their:

- short- and long-term financial future
- job security
- state of health
- loved ones' lives
- sanity
- safety

I am already prepared to slay my family after a week of working from home and 24-7 living under house-arrest type rules. However, I also am thankful to be alive, working, and stocked with the essentials, including Oreos, Pringle's BBQ potato chips, and Tic-Tacs.

It is no doubt something crazy that we are all going through. It is a strange disruption, but we are all in it together, albeit each of us suffering different measures of loss, pain, or sacrifice.

However, here is the other side to all of this bleakness. We cannot give up hope – and there is no reason to just throw the towel in. Authors are in a unique position to use this period of time to still brand themselves and sell books, and definitely can use this time to place themselves in a stronger position once this crisis begins to lift.

So, what should authors be doing right now?

- Building up a treasure chest of content, both to be sold now and in the future. Diversify the type of books that you have to sell, appealing to different sectors of potential customers.
- Putting content into new formats. Take that hardcover book and turn it into an audiobook. Take your e-book and also issue a print-on-demand paperback.
- Expand on the number of products and services that you offer. If you have a book out, issue another one. If you have books, create online courses out of them.
- Educate yourself on all things digital – from social media to Zoom to podcasting, blogging, YouTube – even if you resisted this before. Learn, try, do. Experiment. You can break through into areas you never really thought about.
- Keep seeking out media – or hire help to do it. There are plenty of opportunities out there, especially from media that doesn't want to just cover corona 24/7. There is also plenty of media that can cover you if you find a corona pivot in your message. Sure no book was written about Corona until recently, but many books can speak to it as it impacts the things they often discuss. If you talk about parenting, now it is about parenting through an emergency. If you discuss personal finance, well, it is time to discuss it in the context of Wall Street and Main Street collapsing. If you write about history, dust off the 1929 playbook on depressions or the 1918 one for pandemics.

I also believe the way for you to get through these unbelievable wild times, you need to first:

- Reflect on what you are thankful for and build strength from the positives.
- Acknowledge problems and potential pitfalls and start to plan for them or deal with them.
- Seek out mental support, whether online or by some other means, just so you can speed up the process of healing.
- Stay in touch with everyone – by phone, video, or in person via social distancing with a handful of people. We still need human support and interaction.
- Make plans to again travel, speak publicly, and actually be at bookstores or libraries, but don't put a date on it. Know it will happen; we just don't know when. But you can still research things, plan out presentations, and network with people online so that when things open up again, you are ahead of the curve.
- Lastly, don't feel defeated. People need or want your book and to hear what you have to say. Use

the media to funnel those ideas and messages that were relevant before a pandemic – and still are during and after it.

Stay healthy, sane, and loving. The rest will have to settle itself. As you continue to push your brand and execute a marketing plan, you will grow and get back on your path to author wellness.

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

**FREE  
COURSES**

APSS members may now view all 50+ courses in Book Selling University at no charge. Go to [www.booksellinguniversity.com](http://www.booksellinguniversity.com) to see a description of each and the bio of the instructor. Or, go to YouTube.com and search for the channel Book Selling University. Subscribe and watch all the courses as many times as you wish for free.

## APSS Tip for Making Persuasive Sales Presentations



When you are making a sales presentation, does it often appear as if your prospect is not listening? Many salespeople blame the “receiver” if that person is not listening. However, it may be the salesperson’s fault. An article in the *Wall Street Journal* says that the talker should take some responsibility for miscommunication. According to the article, “Often talkers engage in a monologue rather than a dialogue. They space off and ignore the listener’s cues that he or she is disengaged.”

## APSS Membership Benefit Are you taking advantage of all APSS has to offer?

**\$50 Discount on a Baker & Taylor premium distribution program - \$350.00\***

Your title(s) will be listed on our database as available for order to our customers. Title(s) will be purchased initially to fulfill our customer backorders only. Your title(s) will not be stocked until consistent demand is established.

Advertising for paid title(s)\* in one of Baker & Taylor’s nationally circulated catalogs. A one-time super annotation featuring your book description and jacket art, provided by the publisher, will appear in one of our catalogs. We will support the placement of your superannotation with a minimum inventory purchase to be determined upon acceptance.

*\*\$350 is for one advertised title and includes a one time, non-refundable set up fee. We will accept up to four additional titles for super annotations if submitted at time of enrollment. The cost is \$200 per additional title. Titles can be no more than one (1) year past publication date to be considered.*

You must first be accepted as a vendor (<http://btol.com/newaccount.cfm>). Then you will receive an acceptance letter via email that includes instructions that if you are an APSS member they are to submit the check at the reduced \$300 rate along with documentation of proof of membership. To contact Baker & Taylor about the program email [pubsvc@baker-taylor.com](mailto:pubsvc@baker-taylor.com)

## APSS Tip for Negotiating Large-Quantity Orders



Most people negotiate in good faith. The people with whom you will negotiate are also busy performing their regular duties. They are negotiating with you because they see some value to them in doing so. The further you get in the decision process, the more likely it is that they want to work with you. If at some point the buyers seem unwilling to compromise, it may be because they have some restraint that is not obvious to you. It may be a lack of funds in their budget, a personnel conflict or a pending employee change. Or, it may be a lack of trust in you or the fact that after due consideration they do not see the value in your proposal. Work with them to uncover hidden objections and find a way around the deadlock that still meets the needs of both sides.

## APSS Top Ten List

### **10 Ways to Support Your Indie Bookstore Through Coronavirus and Beyond**

By Josh Cook, a bookseller, marketing director, and co-owner of Porter Square Books in Cambridge, Mass., where he has worked since 2004.

Even successful small businesses rarely have a lot of cash on hand. Among small businesses, bookstores tend to operate on a thin profit margin, so even though we are keeping the lights on, we need money coming in constantly to stay afloat. This is why recessions hit bookstores hard. We don't have the extra cash to pay bills, rent, and employees if our income drops significantly or stops completely for three weeks, a month, or two months. For that reason, whether from social distancing, an actual quarantine, or a more general economic downturn, the new coronavirus presents a real challenge to bookstores.

Here are some ways you can help keep your local bookstore open—during a coronavirus outbreak and after—without leaving the house.

**1. Sign Up for Their Newsletter and Follow Them on Social Media.** If your store needs to launch a GoFundMe, appeals for community investors, or sells special memberships, you'll want to know about it. Signing up for their newsletter and following them on social media right now means you won't hear about your store closing in three months because a rescue campaign didn't get enough traction.

**2. Pre-Order Books Online.** You know that book you want that's coming out in August? September? Ordering it during a downturn doesn't cost you any more than you planned to spend and paying now gives the store cash when they need it.

**3. Order More Than What's on Our Shelves.** Many stores can actually have books shipped directly to you from a warehouse. For example, any book on [portersquarebooks.com](http://portersquarebooks.com), where I work, with an inventory status of "Available at Warehouse" can be sent directly to you. This is true for many indies around the country. Just pay with a credit card—this particular system doesn't use PayPal.

This isn't standard procedure for many stores, who like to interact with customers, even if it is just through the packaging, so make sure to add a note that says, "Fulfill from the warehouse if possible." The other advantage to warehouse fulfillment is booksellers can



process these orders from home. They just need to click a button.

**4. Listen to Digital Audiobooks Through Libro.fm.** Many indie bookstores sell digital audiobooks through Libro.fm. You can buy specific audiobooks or get a monthly membership. The files are DRM-free so you actually own them. Libro pays quarterly which can be a challenge for stores, but digital audiobooks represent cash coming in that no one needs to leave the house for.

**5. Buy E-books.** Many bookstores sell e-books, which are another great "nobody has to touch anything" source of income.

**6. Buy a Gift Card.** Maybe you don't have anything you want to buy now, but still want to support the store. Buy a gift card online. Think of this as a no-interest loan that will give the store income when they need it.

**7. Donate to the Book Industry Charitable Foundation (Binc).** Binc helps booksellers impacted by natural disasters, health problems, higher education, etc. They are currently working with the American Booksellers Association to come up with a strategy to help booksellers affected by COVID-19.

**8. Support the Booksellers.** The biggest challenge for many stores will be payroll. Obviously, it is difficult to pay employees when no money is coming in, but many booksellers do other things too. They are writers, teachers, artists, and podcasters. They might have a SoundCloud or a Patreon, or a Ko-fi. Search the bookstore on Twitter and see who else pops up. Some kind of extra income will help booksellers stay with the store even if the store cannot pay them. This helps the store retain the knowledgeable, talented staff that make it so important to you.

**9. Stock Up Now.** Books are, of course, shelf-stable, and cash is (as ever) still cash. Further, for many stores, March is when sales start to pick up after the post-Christmas drop of winter, so losing sales now could be especially challenging for many stores. If you do not have a big old to be read pile, most stores have staff picks online that will give you great recommendations.

**10. Local Activism.** If you are really motivated, get in touch with your local and state governments. Do they have plans to support small businesses during a quarantine and recession? If they do not, shouldn't they? Politicians talk a big game about small business being the backbone of the economy but almost never actually put any money into that backbone. Maybe now is a good time to start.

## How to Know If You Talk Too Much

### By Mark Goulston



You may have heard the saying, "When you're in love, smoke gets in your eyes." Well when you're talking, smoke gets in your eyes and ears. Once you're on a roll, it's very easy to not notice that you've worn out your welcome. You may not even realize that the other person is politely trying to get a word in, or subtly signaling that they need to be elsewhere (possibly, anywhere else if you have been really boring).

There are three stages of speaking to other people. In the first stage, you're on task, relevant and concise. But then you unconsciously discover that the more you talk, the more you feel relief. Ahh, so wonderful and tension-relieving for you... but not so much fun for the receiver. This is the second

stage – when it feels so good to talk, you don’t even notice the other person is not listening.

The third stage occurs after you have lost track of what you were saying and begin to realize you might need to reel the other person back in. If during the third stage of this monologue poorly disguised as a conversation you unconsciously sense that the other person is getting a bit fidgety, guess what happens then?

Unfortunately, rather than finding a way to reengage your innocent victim through having them talk and then listening to them, instead the usual impulse is to talk even more in an effort to regain their interest.

Why does this happen? First, the very simple reason that all human beings have a hunger to be listened to. But second, because the process of talking about ourselves releases dopamine, the pleasure hormone. One of the reasons gabby people keep gabbing is because they become addicted to that pleasure.

Not long after my book, *Just Listen*, came out, I too succumbed to ignoring signs that I had started to annoy my friend and fellow coach, Marty Nemko, <sup>[[SEP]]</sup> host of a radio show about work on KALW, NPR’s San Francisco affiliate. He and I have been coaching each other for some time. He hit a nerve when he told me, “Mark, for an expert on listening, you need to talk less and listen more.”

After I recovered from the embarrassment, he pointed out a nifty strategy that I have been using. It’s helping me and it might help you. Nemko calls it the Traffic Light Rule. He says it works better when talking with most people, especially with Type A personalities, who tend to be less patient.

In the first 20 seconds of talking, your light is green: your listener is liking you, as long as your statement is relevant to the conversation and hopefully in service of the other person. But unless you are an extremely gifted raconteur, people who talk for more than roughly half minute at a time are boring and often perceived as too chatty. So the light turns yellow for the next 20 seconds— now the risk is increasing that the other person is beginning to lose interest or think you’re long-winded. At the 40-second mark, your light is red. Yes, there’s an occasional time you want to run that red light and keep talking, but the vast majority of the time, you’d better stop or you’re in danger.

Nemko says that following the Traffic Light Rule is just the first step in keeping you from talking too much. It’s also important to determine your underlying motivation for talking so much. Is it that it just feels good to go on and <sup>[[SEP]]</sup> on and get more stuff off your chest? Do you talk to clarify your thinking? Or do you talk because you often have to listen to other people, and when you’ve found someone who will let you have the microphone you just can’t help yourself?

Whatever the cause, filibustering is usually a conversational turn-off, and may result in both of you deteriorating into alternating monologues. And that certainly will do little to move the conversation or your relationship forward.

One reason some people are long-winded is because they’re trying to impress their conversational counterpart with how smart they are, often because they don’t actually feel that way underneath. If this is the case for you, realize that continuing to talk will only cause the other person to be less impressed.

Of course, some people who talk too much simply “may not have a sense of the passage of time,” Nemko says. If this is the case, the cure is not to look inside yourself for psychological insight. It’s just to develop a better internal sense of how long 20 and 40 seconds are. Start to use a watch to catch yourself, for example, when on the phone. You’ll get in the habit of stopping an utterance when your light is still green, or at least yellow.

Finally, remember that even 20 seconds of talking can be a turn off if you don’t include the other person in the conversation. To avoid that, ask questions, try to build on what they say, and look for ways to include them in the conversation so it is a genuine dialogue instead of a diatribe.



Well I think my 40 seconds is up, so I'll stop here.

Mark Goulston, M.D., F.A.P.A. is a business psychiatrist, executive advisor, keynote speaker, and CEO and Founder of the Goulston Group. He is the author of *Just Listen* (Amacom, 2015) and co-author of *Real Influence: Persuade Without Pushing and Gain Without Giving In* (Amacom, 2013).

## Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



I am frequently asked, “Should you sell through Amazon or directly to buyers?” *The Harvard Business Review* (March-April, 2019, P 140) has some interesting perspectives. The article is about a big-ticket item, but there are some points that pertain to books. For example, “Whatever your product is, there’s always a cheaper version (on Amazon), and usually that’s the one people buy.” It goes on to say, “Before thinking about selling on Amazon ... build a brand customers recognize ... or you get lost in a sea of similar products on the site.” In addition, “customers are loyal to Amazon, not necessarily the brands they are buying.” When you sell your books to corporate buyers, the focus is on your book only, the relationship is with you (not a platform), buyers are more interested in content than brand, you can sell in large, non-returnable quantities and get recurring revenue from additional orders.

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

## 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](mailto:BrianJud@Bookmarketing.com) and he will answer it here)

**“We tried having a brainstorming session as you suggested, but it was not as productive as we hoped. Do you have any tips for running a creative meeting?” Anita Padler**

Anita, you took a great first step in entering the world of non-trade sales by conducting an idea-generating, question and answer session. The following six guidelines will help your question-asking sessions become more productive:

- Properly formulate your questions. Instead of asking, “Where else can we sell this title?” which may only elicit one response, ask, “In how many places can we sell this title, and what are they?” thereby generating additional possibilities.
- Limit your discussion to one topic before moving on to the next. In other words, fully exhaust all your ideas on how to improve your product before beginning your discussion about different ways you can distribute, price, and promote it. Then in turn, discuss each of those topics before moving on to the next.
- Stimulate as many responses as possible. Think quantity, not quality early in the process. Always ask, “What else can we do?” before moving on to the next topic. This last probing question may uncover a big idea that will help you make real money selling your books.
- Use a flip chart, chalkboard, or some other means of recording all responses that is visible to all participants. Something you write down might trigger another idea in someone else’s mind.
- Have fun and be creative. Encourage far-fetched responses even though many of them will not be

practical. One of these implausible ideas may lead to a more realistic and lucrative one.

- Do not judge any idea during your brainstorming session, so people feel free to contribute. Then go back and decide which of the responses are not applicable after the idea-generating portion of the meeting is finished.

## How to Maximize Your Income

By Brian Jud



When authors create content and publishers introduce it to the world, both parties want to maximize their sales, revenue and profits. That certainly makes sense, but why does it elude so many of us? The strategies to reach these three goals are dissimilar and sometimes mutually exclusive. You can increase sales by selling your books for \$ .99 but that will not maximize revenue and will probably lead to negative profits (loss).

By focusing on four elements of strategic revenue, you can maximize your sales and profits now and over the long term. The fearsome foursome are value, variety, volume and velocity of revenue.

### Increase the value of your revenue

You may think that all revenue has the same value, but then you ask, “How do I make it to the long term without short term revenue?” The answer is to understand that some marketing actions have impact on revenue in the short term and some over the long-term, and some contribute to exposure in either the short or long-term. Your task is to create a series of short-term wins that lead to long-term success. Use this chart as an example of how to create a customized, assorted and coordinated marketing mix to maximize the value of your revenue.

	Short Term	Long Term
Exposure	TV and radio shows Print publicity Awards Reviews	Social networking Personal presentations Newsletter Blogging Podcasts Sales promotion Advertising
Revenue	Direct marketing Telephone sales Seminars Sales through (bookstore and non-bookstore) retailers	Personal networking Trade shows Consulting Sales through book clubs, catalogs Sales to associations, military Corporate sales

### Increase the variety of your revenue

How stable is a stool with one leg? Two legs? Three or more legs? You probably agree that the more legs the more stable it would be. Similarly, the more sources of your income the more stable will be your business. Create a business model that builds stable and profitable revenue growth in several different ways. Here are some examples.

Sales through an array of retailers. Based upon the definition of your target buyers, have your books

available where they shop. This could be in bookstores, supermarkets, airports, gift shops, discount stores, specialty stores, online or through book clubs and catalogs.

Sales to non-retail entities. Buyers in businesses, associations, schools, the military and government agencies can purchase books in large, non-returnable quantities. However, for that reason these are typically long-term sales that could take a year or more to finalize.

Generate income from consulting, conducting seminars, as a corporate spokesperson or speaker making personal presentations. In each case you could give your book away as an expensive brochure, building your credibility (and revenue) in each of these techniques.

### **Increase the velocity of your revenue**

Net cash flow is the difference between the amount of cash received and paid during a specific time period. Think of this as passing *Go* in the game of Monopoly more frequently. As you generate income faster, the need for working capital decreases accordingly. There are several ways you can use marketing tactics to improve the speed of your cash flow.

**Charge for what you do in a different way.** The video program *You're On The Air* was bundled with two books (*It's Showtime* and *Perpetual Promotion*) and sold to authors for \$99.95. Through a change in pricing strategy, they could rent the video for \$35 over two weeks. They would keep the two books and return the video. If they chose to keep the video they were charged the difference in price.

**Create different incentives.** Offer increased discounts for larger orders or for books purchased on a non-returnable basis. Similarly, offer greater discounts for buying more frequently. Reduce or eliminate inventory. Use digital printing to test new titles, to meet demand during slow periods or for keeping backlist titles in print.

**Generate cash before you incur costs.** Seek bulk sales among corporate buyers before your book is published. There are instances in which a book's production costs may be covered before payment is due.

**Automate the payment stream.** Direct more people to your website to purchase your books and have them use PayPal or similar service so you are paid immediately.

**Pool certain marketing activities.** The Association of Publishers for Special Sales (APSS) has cooperative marketing programs in which you present your titles to genre-specific booksellers, librarians and media reviewers in combination with other publishers. Thus, you share the expenses with them.

### **Increase the volume of your revenue**

Revenue is a function of sales. The more books you sell, the greater your revenue. Of course, your net profit is more dependent on your price/cost structure, but this discussion will focus on building overall unit sales. You can visualize this process as building a series of growth platforms – synergistic sales techniques that build upon each other. Each platform is a new revenue source, contributing to your firm's overall revenue.

**Sell in non-bookstore markets.** One growth platform is to expand from your core business into special markets. This could entail selling your book into retail and non-retail segments as described above.

**Give your customers ideas for using your books.** Retail stores in special markets create a unique opportunity for cross merchandising (also called the *related-item approach*) or promoting your book

by pairing it with a related product. The purpose is to get customers to buy both items; perhaps at a lower price than if they bought the same two items separately. Show retail-store buyers how your cookbook might be the perfect match for a promotional program with barbeque grills, or how your children's book might pair with games or plush toys.

**Sell your content in different formats.** It is not necessary to sell your content only in the form of a book. Consider the title *Job Search 101* that describes the proper techniques of writing a resume and cover letter as well as interviewing for a job. The publisher found it challenging to describe the subjective functions of interviewing, such as eye communication, posture and gestures. These were better portrayed in a video program titled *The Art of Interviewing*.

**Find new uses for your content.** Taking *The Art of Interviewing* example one step further, the publisher recognized that the content of this video also demonstrated the functions of performing on TV and radio shows. So, the content was adapted to this purpose under the title of the video program *You're On The Air*. Each product extension provided a new growth platform.

**Help your customers improve their employees' productivity.** Employee recognition and motivation is a growing trend. According to Karen Renk, executive director of the Incentive Marketing Association, "There is tremendous potential there because every organization has employees that they need to keep engaged and motivated." More than half of companies implementing employee programs use merchandise -- including books -- as a motivational technique.

**Help your customers help their customers.** A national health insurance company was interested in promoting a healthier lifestyle among new clients. To accomplish this goal, Premium Book Company implemented an ongoing educational program for them. After signing a new member, a mailing was done on behalf of the company. First, a book promoting the benefits of walking was sent. Next, a cookbook was provided showing busy people how to prepare healthy meals quickly. The result was several thousand books being sent each of the first 2 months.

**Show your customers how they can use your books in their marketing campaigns.** A publisher of children's books worked with a small chain of children's shoe stores to implement a punch-card program where every \$25 spent was worth 1 punch on the card. Every time a card was punched 4 times, the child or parent was able to select 2 books from the books available on display. The theme was "We'll take care of your child... From their head to their feet"!

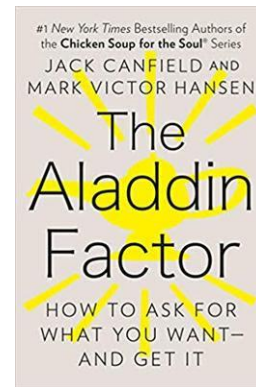
The future -- your future -- starts tomorrow, and the more you can reduce its uncertainty by increasing the value, variety, velocity and volume of your revenue streams, the more profitable you can become in the long run.

---

*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](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com) @bookmarketing on Twitter*

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

*The Aladdin Factor: How to Ask for What You Want--and Get It*, by Jack Canfield and Mark Victor Hansen (the Chicken Soup guys). Learn how to get everything you want with this motivational book from the #1 New York Times bestselling authors of the Chicken Soup for the Soul series. Anything is possible...if you dare to ask! Personal happiness. Creative fulfillment. Professional success. Freedom from fear—and a new promise of joy that's yours for the asking.



## What's The Big Idea?

Editorial by Brian Jud



Did you ever think about all the ways in which Arm & Hammer baking soda can be used? It is a versatile product that can function as a deodorant, recipe ingredient, toothpaste, deodorizer, etc. Note that the product itself did not change when used in all these diverse ways.

Your book functions in the same ways since people use it for different purposes. Retailers use it to increase their profitability. If your book does not meet their criteria for generating profits it is replaced with another product. Libraries purchase your content because it meets the need of their patrons. Schools use it to educate students. TV and radio producers use it to provide a good show for their viewers or listeners. Associations may use it to increase membership. Marketing people in corporations may use it as an incentive to buy more of their product. HR managers may use it to increase the productivity or morale of employees.

In all these cases, the content has not changed. Only the way in which the content is used has changed. In general, people in each of these groups purchase your content in similar fashion. If you group your prospects by the ways in which they use and buy your content you increase your sales and profits significantly.