



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.**

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Here is your June 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



Book Selling University is open! Free, online, on-demand book-marketing courses

Book Selling University can help self-published authors and independent publishers sell more of their books to potential buyers, more profitably. See it at www.BookSellingUniversity.com

Book Selling University gives you book-marketing information on demand to help you plan, produce, price, distribute and promote your books more effectively and efficiently online or offline.

HOW CAN THE APSS BOOK SELLING UNIVERSITY HELP YOU?

- Get book-marketing information on-demand to help you plan, produce, price, distribute and promote your books more effectively and efficiently, online or offline
- Take courses as time permits and needs demand
- Learn from instructors who are experts on their course material
- Discover how to sell more books in large, non-returnable quantities
- Make more money selling your books
- Price your books for maximum profits
- Find the best distribution partners for retail stores (including bookstores)
- Make your publicity more effective and efficient
- Pinpoint social media
- View each paid class up to five times

Book Selling University is sponsored by Bowker, Publishers Weekly, APSS and Ingram Spark.

Discover more at www.BookSellingUniversity.com

To Your Success,
Brian Jud, Executive Director, APSS

APSS Tip for Finding Potential Non-Bookstore Buyers



“It’s Ok to be afraid because you can’t be brave or courageous without fear.” Dave Chappelle

Pick up that 200-pound phone and call prospective buyers

Brian Feinblum

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

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



The Right Social Media Strategy For Authors

As more authors scramble to market themselves and sell their books, knowing that book signings, library appearances, and public events are non-existent or will be limited, they are turning to the digital landscape with urgency and a willingness to explore. So what kind of social media strategy is right for you?

First, determine how many platforms you want to be active on -- and identify specific ones that you plan to dedicate your time, energy, and mindshare to. Will you choose from big ones, such as Twitter, Facebook, LinkedIn, YouTube, Pinterest & Instagram – or smaller, but targeted ones?

Second, think about – realistically – how much time you can devote to each platform. Are you ready to post, connect, and engage on a daily basis?

Third, stick to a plan and a schedule for your posting. Will you post once, three times, five times or more per day?

Fourth, what type of content do you plan to share or create? Can you come up with an editorial calendar for scheduling posts and knowing ahead of time what they will consist of?

Fifth, can you diversify your portfolio of content, so that it’s balanced between words, visuals, and sound? Mix it up, with photos, charts, illustrations, text, video, and audio.

Sixth, the quickest way to grow your connections is to tap into the connections of others. Email your list of family, friends, relatives, colleagues, church members, old school chums, etc. and ask them to connect with you on a specific platform. Give them your handle for that site. Agree to follow/connect with them as well. Then ask them to share a piece of content from you on their social media platforms.

Seventh, experiment and learn as much as you can about the platform you post on. See what models or best practices exist. Observe and watch what others do to get attention. You can do what they do.

Eighth, you could use ads to boost your clicks and connections, but if you want long-lasting connections, it is best to grow them organically.

Ninth, think about the persona or voice that you want to carry in your social media. Are you the intellect,

comic, or angry guy? Are you the caring mom, sexy girl next door, or the supportive friend? Will you rant or rave? Will you be known for raising questions, challenging norms, or being different? Will you be a cheerleader, a yes=person, or someone else? Who will you be online? Decide – and remain in that character. Consistency is key.

Tenth, try to avoid confusing getting clicks with being successful. We get addicted to the discussions online and the reward of seeing our number of followers or impressions rise, but more important than that is your conversion rate. How much of your digital activity raises your brand profile, sells books, or allows you to commoditize or capitalize on your fame? Pay attention to the bottom line.

The right social media strategy will balance your time with a pay-off and it will be one that leads towards achieving bigger goals. It is a piece of the book marketing puzzle. It is needed, but there is no reason for it to dominate all that you do. Keep it in perspective and you might just find the right measure of activity and reward.

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

**FREE
COURSES**

New to Book Selling University – a live course. BSU-501: “Lead Generation, Book Sales and Follow Up” is a live, virtual, one-on-one meeting with Guy Achtzehn See it and more at <https://bit.ly/2IAQn55>

APSS Tip for Making Persuasive Sales Presentations



The Golden Rule is “Do unto other as you would have them do unto you.” That does not apply to book marketing. Instead, apply the Platinum Rule, “Do unto others as they would do unto themselves.” Help buyers solve their problems, not yours, and you can sell more books

APSS Success Story

Do you have a success story or article to share with other APSS members? If you have a success story you would like to share with us in the July 2020 issue of *The Sales Informer* newsletter, please send it to BrianJud@bookapss.org by July 15. If received after that we will include it as space permits.

If you have an article about publishing or marketing a book to include in *The Sales Informer*, please send that also. It should be less than 500 words. If you want your photo or book cover included, also send that.



Here is a success story from APSS-

A marketing axiom: Find a need and fill it. In late April the grocery stores were open and doing a great business. On the other hand, people were quarantined at home, and families were forced to spend days and nights together. The APSS board noted this opportunity and within a few weeks created a 16-page, black and white booklet with ideas for family fun and games. It includes activities, games, exercises, pages to color, puzzles and ideas to make mealtime an event rather than just another meal. There are links to many more examples in each category. Promotional-products salespeople have been calling on grocery-store chains to purchase this booklet to give to each person making a purchase.

They can place their logo in the circle now displaying "Family." The minimum order quantity is 50,000 units.

APSS Tip for Negotiating Large-Quantity Orders



Make the “APSS Sales Performance Promise” to yourself. I will...
Set a goal and do it,
Make a commitment and honor it,
Find a need and fill it,
Find a chance and take it.

APSS Top Ten List

The Top Ten List of “Fun with Words and Letters,” from *The Book of Useless Information*, by Noel Botham

1. Certain sounds in the English language are real germ spreaders, particularly the sounds F, S, P and T
2. Of all the words in the English language, the word *set* has the most definitions
3. The letter W is the only letter in the English alphabet that has more than one syllable
4. The most-used letter in the English alphabet is *E*, and *Q* is the least used
5. The only 15-letter word that can be spelled without repeating a letter is *uncopyrightable*
6. There was no punctuation until the fifteenth century
7. In English, *four* is the only number that has the same number of letters as its value
8. *Bookkeeper* is the only word in the English language with three consecutive pairs of letters
9. You would have to count to one thousand to use the letter *A* to spell a whole number
10. Ten body parts are only three letters long: eye, ear, leg, arm, jaw, gum, toe, lip, hip and rib.

Looking at the Past to Ease the Future

By Luca DiMatteo



As we move forward in all the uncertainty, there is a great fear among the masses. Perhaps, it's the middle to senior aged, since they can remember walking into a store to purchase an item. The younger generations have grown up in the online age and don't need to acclimate.

“I'm too old to order something without trying it on first.”

Rest assured that as online access grows and the brick and mortar shopping experience dwindles, there is a connective tissue that ties this online shopping transition to the past. Like an old friend who shows up on your doorstep with a new haircut. The discomfort of not knowing is eased by a familiarity that exists, it just has to be sought out and brought into the light.

In 1872, Aaron Montgomery Ward produced the first mail order catalog geared to the general public. This was followed by other large names such as Hammacher Schlemmer and eventually, what might be the most famous

one of all time, the Sears & Roebuck catalog. From JC Penney to Victoria Secret, long before home computing and the internet, mail order catalogs flourished. Companies like car parts giant JC Whitney made its mark on the world from between the pages of mail order catalogs.



Montgomery Ward & Co. #70, 1903

Why did this surge in mail order catalogs grow into a multi-million-dollar business? Simple economics of supply and demand. People wanted to shop and most of them didn't have cars. Getting down town or to a major city, to the brick and mortars, was too difficult or too time consuming. The telephone at that time made it simple to order items directly from the catalogs.



Sears catalog #46, 1992

The world then saw the advent of the home computer and it was a game changer. In 1995, Jeff Bezos, Amazon's guru, opened for business. He may have been the first to see the potential online scalability of the mail order catalog. Today Jeff has taken the internet catalog well beyond its mail order predecessor, threatening the mere existence of some brick and mortar establishments.



Jeff Bezos, Amazon Guru

Let's move forward to 2020. We are all now quarantined at home and travel to the brick and mortars is not an option. The online catalog industry already has its foothold. Demand for home delivery has found its worth in a

new way. Yes, there is the option to order online and drive to a store to pick up the item, but fear has gone viral. We're in lockdown and the only way to shop safely is via the internet catalog. The term "internet catalog" does not sound common, but a look at the myriad of shopping websites where you can buy just about anything looks a great deal like a digital version of a Sears and Roebuck catalog. Everything you could ever want is in one place.

"I never thought I would have to do this in my lifetime."

For all who are fighting the online catalog shopping reality, it might sit on your pallet a bit easier if you make the correlation that as child you may have watched your parents or grandparents place orders from mail order catalogs. If you're old enough, you may have placed a phone order from a mail order catalog yourself. A feeling of nostalgia could replace the angst you feel about having to shop online. Truth is that making purchases via an online catalog, takes less effort than the mail order catalogs ever did. One more fact that might help take the edge off of online catalog shopping is that while mail order catalog items took weeks to show up, today most online orders are on your doorstep in seven days or less.

As the new world might bring many fears with it, shopping doesn't have to be one of them. This time looking to the past can ease the transition to the future. It's like riding a bicycle. You never forget, you just need to practice a bit in the beginning. By the way, you can buy a bicycle online too.

For more on the history of mail order catalogs visit

1. The history of mail order catalogs: <https://www.publitas.com/blog/a-visual-history-of-the-catalog/#:~:text=The%20first%20Montgomery%20Ward%20catalog,meant%20for%20the%20general%20public.>
2. The history of Sears and Roebuck catalog: <http://www.searsarchives.com/catalogs/history.htm>
3. The history of Amazon <https://www.history.com/this-day-in-history/amazon-opens-for-business>

Create Your "To-Be" List, for a Positive, New You.

Become the person you truly want to be

By Jeff Davidson, MBA, CMC



Breathing Space for Writing Professionals

Q: How do you define breathing space?

A: On a simplistic level, breathing space is the capability of the individual to recognize that he or she, not the boss or client, is driving his days and life. Yes, writers have goals to meet, but they can approach those goals without beating up themselves in the process. Too many people are exhausted by the end of the day.

Q: How does breathing space differ from time management?

A: Time management is essentially a set of rules to follow. For example, time management books say to handle a piece of paper at once. That's a rule, and rules work well when an individual is confronting a situation that is relatively definable and linear. Rules don't work when a person is faced with multiple options, constantly changing needs, or a quickly changing environment.

Under breathing space guidelines, the number of times one should handle a piece of paper depends on what the paper says – it might need to be handled 25 times. However, the optimal number of times to handle most pieces of paper is zero; the content is not worthy of retention.

Studies show that 80 percent of what executives file is never used again. That's four out of five pieces of paper. Look into any salesperson's briefcase, filing cabinet, or glove compartment and you'll likely find excess paper that clogs the system and dampens effectiveness. All the paper and online information people encounter in their personal lives added to what they encounter in their professional lives yields an "information over-glut."

Q: How can writers handle information over-glut?

A: A key principle I discuss in my book *Breathing Space* is "managing the beforehand," which means operating in an anticipatory mode. Most people typically deal with the aftermath of an event.

For example, if a sales professional planned to call on eight accounts in one day, he would address an envelope to each account and stamp it in advance so that after he left the account and got in his car, he could immediately write a follow-up letter saying, "Nice meeting with you today...", or "Thanks for introducing me to the others in your firm." The rep is not writing a form letter, but a note specific to something that happened at that sales call. Then, the rep would mail the note from the next mail box. Writers can emulate this process in staying in touch with key contacts.

Q: Where else can "managing the beforehand" be used?

A: In all aspects of life. If you're the family member responsible for getting the kids ready for the day, you can manage the beforehand by ensuring all of the children's coats, hats, or school items are in front of the door the night before. You can also pack up your car the night before. These tasks require a little more effort in the evenings, but they yield superior piece of mind and make the mornings more pleasant. In short, they yield breathing space.

Q: What is "conditioning your environments"?

A: Conditioning your environments is a principle related to managing the beforehand. When an individual conditions his environments, he is arranging the spaces and products that he uses regularly in such a manner that they more effectively meet his needs. For example, it's important that writers "own" their workspace.

Your desk has to be a comfortable place because it is at the core of your livelihood. If making his/ her desk more comfortable means a writer ought to get a better chair, he/she needs to get a better chair! It might mean obtaining a computer swivel arm to raise the monitor off his/her desk, thereby increasing his desk space. Any changes that add to productivity are worth if the writer looks at his/her career as an investment.

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

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Does watching a baseball game remind you of selling books to corporate buyers? In book-selling situations you make your pitch to the buyers. Think of them as the catcher of your pitch. In a real baseball game, the catcher directs the pitcher. Similarly, in selling situations, buyers are giving you signals – the problems they need to solve, or their acceptance or objection to what you are saying.

To make things more interesting the batter is analogous to your competition, trying to keep your pitch from getting to the catcher. From now on you'll be on the same team when you make your pitch, read the catcher's signals and keep it away from your competition.

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)

“My book would be great for motivating employees to do better. Do you have any tips or statistics I can use to measure an increase in employee productivity?” Edna Reamer

Most incentive programs are not measurable, and do not try to convince professional buyers differently. They know better. But you may use some valuable research to make your case. According to the Incentive Marketing Association (IMA, 1601 N. Bond Street, Suite 303 Naperville, IL 60563)

<http://www.incentivemarketing.org>), incentive programs:

- Increase individual performance 22%
- Improve team performance 44%
- Attract quality employees
- Increase sales 46% over simple cash incentives
- Increase sales, profits, product mix, channel share, channel partner communications and channel loyalty.
- Enhance employee productivity, teamwork, recognition, safety and even suggestions

Nowhere to Sell Books? Know Where to Sell Books

By Brian Jud



Bookstores are currently closed due to the coronavirus. Authors and publishers are waiting it out, hoping to sell their books through those that eventually reopen. But if you look around there are many places through which you can sell books now – think supermarkets and pharmacies

There are tens of thousands of supermarkets and pharmacies of all sizes around the country. Many of these stores sell books. In the past, most book sales through these outlets were mass market paperbacks, but today's superstores carry a wide variety of books, cards, and magazines.

Book Selection Criteria

Certain types of books sell better than others in supermarkets and pharmacies. Since these outlets cater to a specific customer base made up primarily of women, books directed toward them tend to sell best. However, it is possible to sell content that is relevant to all family members—especially children. Your content on family activities while quarantined will be welcomed.

Furthermore, this is one area in which fiction outsells non-fiction. Other titles that sell well in supermarkets and pharmacies are those written by local and regional authors, as well as those about local and regional topics. And softcover books almost always outsell hardcover titles—particularly in supermarkets.

Pricing Your Books

Independent publishers have a good shot at sales in this market segment, but know your costs. Supermarkets discount the list price up to 25 percent, so your pricing must allow for that to occur as well as allowing for your distributor's fees. The list price on most books sold in pharmacies is less than twenty dollars, and the list price on most books sold in supermarkets is less than ten dollars. However, the price can go up to twenty dollars or more for hardcover books sold in supermarkets.

Submitting Your Book for Distribution

Your existing distribution partners may already be selling to supermarkets and pharmacies. Check with them first. If not, here is the contact information for the major distribution partners involved in these markets. When you submit your book to these middlemen, include a high-quality, one-page piece of sales literature that describes how and why your book will sell well through these retailers. Your submission package should also contain a summary of your marketing plan listing your proposed promotional activity, as well as the top ten reasons why people who shop at these stores will buy your book. Furthermore, be sure to include the price, author, case quantities, and a photo of any floor displays you could provide.

- Symak Sales Co Inc. (<https://symaksales.com/Home/>) "is a leading importer and distributor of general merchandise throughout North America. Symak products can be found in a wide range of retailers and wholesalers, including discount stores, variety stores, supermarkets, pharmacies, distributors, department stores, and dollar stores."
- Readerlink Distribution Services, LLC (<http://readerlink.com/>) "is the largest full-service distributor of hardcover, trade and paperback books to non-trade channel booksellers in North America, including the biggest names in retail across multiple retail channels."
- Choice Books distributes books through more than 11,500 displays in various retail locations (i.e. supermarkets, mass merchandisers, airports, pharmacies, travel centers, gift shops, etc.) across the continental United States, Hawaii, and Puerto Rico. At regular intervals, Choice Books sales representatives visit each retail location, replenishing best-selling books and replacing damaged/slow-moving books with new books. Major book categories include family living, self-help, devotional, entertainment, gift, cookbooks, adult/juvenile fiction and bibles.

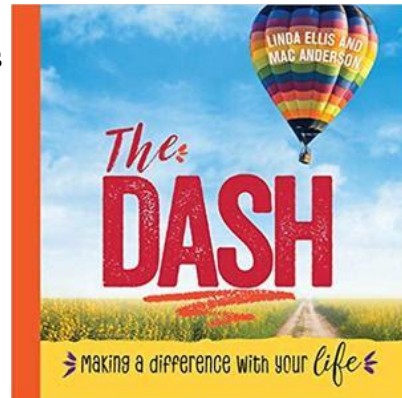
If you are a publisher and would like Choice Books to distribute your titles, please mail a catalog of your titles to Choice Books, 963 Reservoir Street, Suite 200, Harrisonburg, VA 22801. Your catalog should include retail prices and the purchasing discount available to Choice Books. They purchase books on a non-returnable basis in case quantities, paying all freight costs. Website: www.choicebooks.org

These are examples of just two places through which you can sell books today. Look around for other opportunities. Depending on your content, these could be hospitals, travel centers, liquor stores, pet stores and many others. These times require a little creativity, but those who seize the opportunities will be more likely to remain profitable through these uncertain times.

Brian Jud is the author of *How to Make Real Money Selling Books* and now offers commission-based sales books to buyers in special markets. 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 twitter.com/bookmarketing

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

The Dash: Making a Difference with Your Life, by Linda Ellis & Mac Anderson. It's not the date you were born, or the date you died that really matters. It's "the dash" between those years and what you do with it that counts. This book stems from Linda Ellis's profound poem "The Dash." Uplifting photography, poetry, and inspirational wisdom will take you through the year as you commit to Live Your Dash every day.



What's The Big Idea? **Editorial by Brian Jud**

Market change can be evolutionary, generational or revolutionary. Evolutionary change pushes the boundaries of existing purchasing criteria. Moving from selling only through bookstores to selling books to non-bookstore buyers is an example. Generational change introduces new criteria that complement old ones, such as creating apps. Revolutionary change renders the old criteria obsolete. Examples are ebooks and Amazon.com.

