



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 4, Number 81 April 2020

Here is your April 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



12 free, virtual APSS book-marketing events in May

APSS is presenting twelve, free, virtual meetings in May -- and three one-on-one consultations. Watch them live, participate and ask questions of the speakers. **If you are interested in attending any event, please email brianjud@bookapss.org on the day of the event for the Zoom link.**

APSS conducts **free consultations every Tuesday (3:00 – 4:00 pm ET) and Thursday (Noon – 1:00 pm ET)**. Brian Jud will answer your questions about non-bookstore marketing, and book marketing in general.

May 7 (6:30 pm to 7:30 pm ET): "Will Your Book Have Life After Birth," by Brian Jud. This is the APSS monthly book-marketing webinar. This month's topic is a presentation of pre-publication marketing activities -- things you can do before your book is published to enhance the likelihood it will sell after it is published.

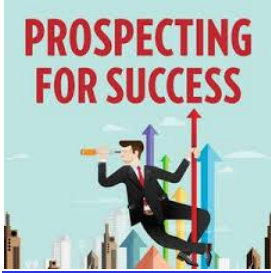
May 11 (6:45 pm to 8:00 pm ET): Marnye Young will talk about "How to turn your book into an audiobook." Marnye is the owner of the award winning Audible approved globally recognized Audio Sorceress an audiobook production company. She will provide you with the ins and outs of how to bring your work into the audio space.

May 16 (10:30am to 11:30 am ET): Panel presentation and opportunity to ask your questions about writing, finding an agent, getting published and book marketing with Chuck Miceli, Dennis Schleicher, Joe Keeney and Brian Jud.

May 18 (6:30 pm to 8:00 pm ET): Save the time and date. The topic will be announced in the next week or so.

May 19: (3:00 to 4:30 pm ET): Would you like to have a customized list of buyers for your book? Two special-sales marketing experts will give you a personal, 30-minute consultation. We will point out profitable segments in which to sell your book, creative sales opportunities, and unique marketing ideas. Discover who can buy your book (not just books like yours) so you can more easily sell to them. You will be astounded at the ideas you will get. In fact, if we cannot give you at least five new ways and places to sell your books, we will return your money and pay you \$50. If you would like to have your book be one of the three that receives customized, in-depth strategizing, the fee for APSS members is \$39.95 (\$49.95 for non-members). To register, contact Brian Jud at BrianJud@bookapss.org.

APSS Tip for Finding Potential Non-Bookstore Buyers



Organize your prospective buyers into manageable groups, segments of your overall potential market, each with its own idiosyncrasies and opportunities (i.e., corporate buyers purchase books for reasons different from buyers in associations, schools or gift shops). Choose those with the greatest opportunity and research them to find the names of individuals to contact.

How Authors Can Get Speaking Gigs (Part Two)

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 Part Two of the list (Part One was in the March *Sales Informer*):

International Association of Speakers Bureaus (IASB) <http://www.iasbweb.org/>

IASB is the only trade association that exclusively represents speakers bureaus and agencies. Meeting professionals that request assistance in locating a speaker are referred to the Bureau Directory on the IASB website. IASB encourages meeting professionals to seek out member bureaus when searching for speakers.

Lyceum Agency <http://www.lyceumagency.com/>

The Lyceum Agency represents authors and academics for speeches, lectures and readings on a variety on subjects. Access to an impressive list of speakers is available on the website.

Nancy Vogl Speakers Bureau <http://www.nancyvoglspeakers.com/>

A "boutique bureau" that books professional speakers in leadership, diversity and sales, futurists, health and wellness professionals and those sending a message of hope and inspiration. It's located in Traverse City, Michigan.

National Speakers Association (NSA) <http://www.nsaspeaker.org/>

NSA has a network of 3,400+ speakers and has the tools, techniques and professional connections to help you share your message effectively. Whether you speak at their annual conference, chapter meetings or other events, NSA is eager to help you grow your business.

National Speakers Bureau <http://www.NationalSpeakers.com> National Speakers Bureau has achieved over 40 years of success! Clients are primarily corporations and business associations. Speakers are

searchable on their website according to topic and fee. **Only a small fraction of received speaker inquiries result in a correct fit.

Professional Convention Management Association (PCMA) <http://www.pcma.org/>

Professional Convention Management Association calls itself “the definitive authority in education, business networking and community engagement for leaders in the global meetings, convention and business events industry.” PCMA has more than 6,500 members and 50,000 customers.

redBrick Agency <http://redbrickagency.com/applause/>

The redBrick Agency works with corporations, conventions, arts and lecture venues, libraries, performing arts centers, schools, colleges and universities. The agency represents authors and all kinds of speakers.

Speakers’ Spotlight <http://www.speakers.ca/>

Speakers’ Spotlight has arranged more than 20,000 speaking engagements in over 30 countries. The agency finds speakers for leading corporations, associations, government agencies, colleges and universities, school boards, health care organizations and charities.

Steven Barclay Agency <http://www.barclayagency.com/>

The Steven Barclay Agency serves colleges, universities, schools, performing arts centers, corporations, associations, and for private events.

TED <https://www.ted.com/>

Collectively, TED speakers have won every major prize awarded for excellence, including the Nobel, Pritzker, Pulitzer, Oscar, Grammy, Emmy, Tony and MacArthur “genius” grant. TED also seeks out emerging artists, scientists and thinkers, introducing them to the TED community.

To speak at TED: <https://www.ted.com/about/conferences/speaking-at-ted>

TEDx <https://www.ted.com/about/programs-initiatives/tedx-program>

A TEDx event is a local gathering where live TED-like talks and videos previously recorded at TED conferences are shared with the community. TEDx events are fully planned and coordinated independently, on a community-by-community basis.

The GUILD Agency <http://www.theguildagency.com/>

A full-service international Speakers Bureau, Literary Agency, Social Impact Consultancy, and Smart-Content Media Firm. The organization has assisted with thousands of events and works with many speakers not listed on their website.

The Tuesday Agency <http://tuesdayagency.com/about>

The Tuesday Agency is a full-service lecture agency representing elite authors, journalists, historians, artists and scholars. Based in Iowa City, “The Tuesday Agency is dedicated to the literary arts and to thoughtful dialogue.”

Thumbtack <https://www.thumbtack.com/>

This platform’s motto is “From house painting to personal training, we bring you the right pros for every project on your list.” Although presentations are more obscure than other professional services offered, this platform does book motivational speakers. Special attention: Lifestyle coaches and authors sending a positive message.

“If authors want to get speaking gigs they need to figure out where the leads are and have an easy system for following up on them,” says Jess Todtfeld, creator of **EndlessSpeakerLeads.com**, a guide to finding and connecting with events and those who book them.

Endless Speaker Leads <http://www.EndlessSpeakerLeads.com>

Jess Todtfeld author of *Media Secrets: A Media Training Crash Course*, has curated some of the biggest resources for speakers into one place. Using online videos, Todtfeld explains how to find conferences and the contacts who are the decision makers. Todtfeld suggests authors and experts add speaking as a profit center to help drive more book sales and drive more business. Says Todtfeld, "If you can get more leads, you can make more connections and get more offers to have you as a speaker."

SPEAKERHUB <https://speakerhub.com/>

Believes in the power of live presentations and personal connections, which is why they created SpeakerHub. They are not a speaker agency but the fastest-growing community of professional, independent, or amateur public speakers and trainers who'd like to be found by companies, event organizers and schools. They welcome anyone with expertise in any field who is open to speaking at conferences, events or schools as a paid or pro bono presenter.

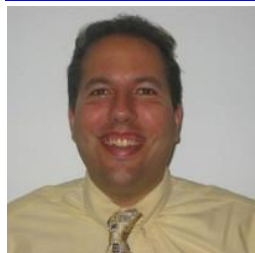
The Bottom Line: Want to become a sought-after speaker? Then get cracking on this list and tell the world what you talk about and line up some speaking gigs. DO IT TODAY.

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 or by phone at 734-667-2090. Follow Lorenz on Twitter [@aBookPublicist](#)

Brian Feinblum

Chief Marketing Officer, SVP at Media Connect, a div. of Finn Partners
<https://bookmarketingbuzzblog.blogspot.com/2019/>



How Do Authors Promote Books When The Media Seems Corona Centric?

I have had many discussions with authors, both current and potential clients, for the book publicity firm that I work for, about how we pitch the media during these fluid, challenging, and emotional times. We have been having success in getting substantial media coverage for our clients during this unusual time. Here is what I see – and what I tell them.

First, the media, though strained by the same challenges we are all experiencing – working from home, trying to stay healthy, dealing with possibly kids at home, and staying financially sound – is working full-time to continue to deliver coverage of not only the virus pandemic, but to all of the subjects and stories they normally would. The media is very much open for business.

Second, where possible, always look to twist your book or message to a corona-themed story. They will cover you if you show relevance – so whether your message is in business, health, or self-help or something else,

look to spin it towards how it fits into today's landscape. Often your message of relevance is magnified under today's environment. If you spoke before about addiction or careers or parenting, well, your message is certainly that much more important today.

Third, if your message is not corona-relevant, that can be a plus too. The media doesn't want to only cover bad news and stories of death, despair, and fear. They want entertaining, inspiring, or unique human interest stories. Sports media needs to replace the fact they have no games to report on. Entertainment reporters can't just write about closed theaters. Travel reporters can't just talk about how planes are grounded. They all want something to talk about. Give it to them.

Fourth, you don't need permission to push out content via your blog, podcast or video channels. Social media is a crowded and noisy space but it is one that rewards good content, an interesting persona, and creativity. More than ever, ramp up your social media. Join platforms you previously were not on. Schedule the content that you will post in the coming days and weeks. Spend more time gaining followers and engaging others.

Lastly, stay informed. Consume the media in order to know what is trending and well as what types of stories have not yet been told. Stay informed and productive. The media world is hyper competitive and overloaded, but the savvy and persistent will triumph.

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 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



The word “presentation” makes the process sound formal, a monologue using Power Points to make your case before an audience of corporate executives in a large conference room. But in some cases, your presentation is a mere formality. If you are requesting a purchase order for a case of books you will simply meet with your prospect and agree upon the terms of the sale. Or, you may meet with a few people at a trade show exhibit, in a restaurant, over the telephone, in a small office or in the large conference room. Whether your presentation is to one person or a group of people, it is always your chance to personally close the sale.

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 May 2020 issue of *The Sales Informer* newsletter, please send it to BrianJud@bookapss.org by May 20. 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- Southern New Jersey vice president Deanna Adams: “I entered my book, *A Mother’s Survival: Finding Balance Through the Storms* (written under the pen name Hope Brooks) in the *Writer’s Digest* Self -Publishing Competition. Judge number 44 rated me “outstanding” in all six categories of writing skills. I can’t begin to tell you what excitement I experienced when I received this email.”

APSS Tip for Negotiating Large-Quantity Orders



Selling books in large, non-returnable quantities requires personal interaction. You will bargain with buyers on pricing, shipping, and other terms of sale. In this context, negotiating is not the same as selling. When you *sell*, you talk about the benefits of your content. When you *negotiate*, you work with your prospects to sculpt a solution that is fair and reasonable to both sides.

APSS Top Ten List

The authors of an article ([The End of Solution Sales](#), *Harvard Business Review*, July-August 2012) suggest that the ages-old method of solution selling may be a thing of the past. The new term is “insight selling.” As a graduate and instructor of the old Xerox Professional Selling Skills (PSS) program, I (Brian Jud vs. an APSS position) am skeptical of this new theory, but APSS presents it here for your evaluation. Below (with my subjective commentary) are the **Top Ten Reasons to Adapt Your Selling Techniques to the New Corporate Buyers**.

1. Prospective buyers are aware of alternative solutions because of access to a comparison of products via the Internet (**Brian**: the use of books as an alternative promotional tool is relatively unknown to most corporate buyers, and they must be educated to the benefits of using books as premiums)
2. Potential customers are aware of pricing differences for the same reason, and decisions are based solely on price (when presented with comparable alternatives)
3. Before the salesperson arrives on the scene the prospect knows the strengths and weaknesses of the various alternative solutions
4. Today’s buyers are more savvy and aware of manipulative selling techniques
5. Buyers believe they know what their problems are (**Brian**: this is where I take exception. Buyers may think they know their problems, but the salespeople have an external and perhaps broader understanding of the industry, and a different perspective on what the buyers’ problems – and they may have creative solutions unknown to buyers)
6. Salespeople should target organizations in chaos rather than those with a clear understanding of their needs
7. The sales representative should seek prospects who are “skeptical change agents” rather than buyers willing to openly exchange information
8. The new sales process is one of coaching rather than of asking questions of buyers
9. Salespeople must engage potential buyers before they fully understand their own needs (**Brian**: this suggests that salespeople have complete information about the state of the likely buyers’ minds, which I believe is unattainable)
10. There are more people involved in large purchasing decisions, each with their own internal positions and levels of understanding (**Brian**: I agree, but believe it

underscores the necessity for queries to uncover the various hidden agendas and develop an appropriate response to each)

Create Your “To-Be” List, for a Positive, New You. Become the person you truly want to be

By Jeff Davidson, MBA, CMC



Virtually every career professional maintains some type of to-do, list whether it's as simple as a few notes on a page or a comprehensive electronic system. To-do lists, as virtually everyone knows, have high utility – the items on the list are constant reminders as to what we want or choose to get done.

How often, however, do you compose a to-be list containing a roster of the characteristics and traits that you'd like to attain, develop, or improve upon?

Disarming and Enervating

Considering who and what you'd like to be can, at first, be disarming. After all, few people fixate on what they want to become as opposed to what they need to do. Most people proceed directly to listing the projects and tasks that will help them to accomplish specific goals. Most times the goals are work-related but often they are personal in nature as well. Yet, without identifying and acknowledging who you want to be, you can miss the forest for the trees: periodically it's vital to make the cerebral link between the tasks that we accomplish and the roles and positions to which we aspire.

When you produce a to-be list you help to put in motion an array of behaviors and activities that will increase your probability of becoming the person you wish to be. For each to-be that makes your list, a variety of to-do type tasks quickly become associated.

Leadership Can Be a Choice

If you aspire towards leadership, for example, and your to-be list includes “to become a leader,” then you are inexorably drawn to those tasks and activities that will help you to accomplish your goal. Such tasks might not necessarily be those that normally make your to-do list.

In pursuit of being a leader, beyond effectively executing the assignments you are given, you might also choose to read one book on leadership each month, regularly observe the leaders in your own organization, volunteer for situations which enable you to exhibit leadership skills, and start addressing articles, interviews, and features on leaders in your industry, geographic area, or those whom you simply admire.

As a second example, if you aspire to be a better partner to your spouse or significant other, you might find yourself gravitating towards a variety of activities that traditionally would not have made your to-do list. In becoming a better partner, perhaps you enroll in a course (with or without your partner) on relationships, perhaps you speak at length with friends who have been in long and successful relationships, or, perhaps you listen to a CD on becoming a more effective listener, and so on.

Explorations

The items that make your to-be list might require new types of exploration. You might find yourself attracted to events and activities that are new to you, or find yourself associated with others with whom previously you felt you had little in common. At some point, you find yourself trying new behaviors, putting yourself into novel situations, and asking others for advice on new topics.

The wonderful thing about a to-be list is that the mere act of composing the list increases the probability of your movement in the desired direction. The positive, self-fulfilling progress that you make, compared with

previously doing nothing of the sort, significantly puts the odds in your favor.

Abraham Lincoln once said, and this is paraphrased, “When we make up our minds to accomplish something, we are already halfway there.” He was right on the mark. Deciding to move in a particular direction and intending to take action to support your decision is the precursor to actual movement and achievement.

Give yourself the wonderful opportunity to become the person you truly want to be. Starting with a blank piece of paper or a blank screen, list four to six characteristics, traits, or attributes you desire to have, because you have it within you to succeed.

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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



Publishers want to increase sales with new books and new ways to market them. Yet in practice they wait for authors to submit manuscripts and then sell the published books through bookstores and online. The quest for innovation is lost to habit and tradition.

It doesn't have to (and shouldn't) be that way. There is a reliable, systematic process for developing new, different and more successful ways to publish profitably and simultaneously grow your business. The objective is to close the growth gap --- the area between where you are now and where you want to be. There are four basic steps in this process.

Step One: Define your growth gap. Where are you now and where do you want to be in X years? Once you know the extremes of this continuum you can direct your creative efforts to close it. Do this in two ways. The first is innovation that extends your current core business. The second is innovation that generates long-term, profitable growth. These should be addressed sequentially to strengthen your ongoing business (core innovation) and fund exploration with growth innovation.

New-growth initiatives push the edges of your strategy by offering new or complementary products to existing customers, moving into adjacent product or geographic markets, or developing a new business model. The larger your growth gap, the greater the creative stretch.

Step Two: Focus your creativity. Most likely you have limited resources of time and money. If so, it makes sense to productively channel your innovative thinking on a small number of opportunity areas. How do you choose them? One way is to ask potential customers what they want. Do this at trade shows, in discussion groups, make some phone calls or hire a telemarketing firm or an intern to do it for you. In any case, what will you look for?

- A new group of buyers that could use your content
- An unsatisfied need for information or delivery of that information (printed book, ebook, audio book, booklet, translation, seminar, workshop)
- An author with a new twist on a topic
- Different places in which to sell your content
- A way to export your core business model to another market

Qualify and prioritize your findings. Do not try to do too much at one time, too soon, or move too quickly into unfamiliar territory. Choose opportunities for which you can exploit your core strengths and avoid your weak areas. Direct your energies and resources to creating ways to resolve problems that need solving.

Step Three: Form a team to develop your ideas. You may be a sole proprietor or have a small staff without pertinent experience. You can still get the job done without an army to help you.

- **Hire a coach.** There are people who can walk you through the steps to codify your initial ideas. Others can do the work for you.
- **Join an association.** The Association of Publishers for Special Sales (www.bookapss.org) has answers from experienced people. See the APSS Update at the top of this newsletter for twelve ways in which APSS can help you in May.
- **Join or create a Success Team.** Find other entrepreneurs who will meet on a regular basis to help each other plan solve business problems. APSS is forming Success Teams to help its members in this situation.

Step Four: Implement your ideas. You now have a list of potentially profitable ideas, the names of prospective buyers and a team of people in place to help you implement your ideas. The next obvious step is to do it.

Did you ever hear the question, “How do you eat an elephant?” The answer is, “One bite at a time.” It is not necessary to do too much too soon, but do something and evaluate your progress regularly. Start with your A1 idea and take steps today to make it happen today.

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)

Should I be worried about sending review copies to foreign publishers, especially PDFs?

Review copies in the form of PDFs have become the preferred method by the foreign publishers as well as American authors & publishers. There are many benefits. Obviously sending a PDF is faster and cheaper since it is sent and received instantly, and there is no cost (shipping a book is extremely expensive and often they do not reach their intended destinations). Additionally, reviewing generally is not a one-person process. A foreign publisher, just like an American publisher, will have a book reviewed by several people—a committee. Having only one copy of a book means everyone on the committee will have to review the book separately if only a hard copy is available. A PDF allows everyone on the committee to review it at the same time. Certainly, you will want to fulfill your due diligence by making sure the request is legitimate.

How to Maximize Your Income

By Brian Jud



Book sales are down and are heading farther and faster in that direction. The promotional products industry is growing at a 10 percent annual rate. In which market do you think you can make more money selling your books?

Sometimes a thought-provoking question that disrupts status-quo thinking is necessary to get you started on the path to selling your books in new ways and in new places. A little curiosity upends existing practices to produce new products, markets, and opportunities. If you have reached a peak or a plateau in your books sales, then maybe it is time to apply disruptive innovation and look elsewhere for increased sales and revenue.

The culprit keeping publishers from taking advantage of these opportunities is inertia. “Selling books through bookstores is the way it has always been done, so that is the way I will do it,” say many publishers. However, this line of thinking is analogous to rearranging deck chairs on the Titanic. When a company pursues growth in a new market rather than an established one, the odds of success are six times higher, and the revenue potential twenty times greater.

You do not have to abandon the traditional path of selling through bookstores to seek sales in uncharted territory. Use dual distribution channels that deliver your books through bookstores *and* non-bookstore markets. Think differently. Think creatively. Look for increased sales and revenue in non-bookstore markets. These could be sales through retail outlets such as gift shops, discount stores, catalogs, or specialty stores. Or they could be sales to corporations, associations, schools, or the armed forces. Combined, these two non-bookstore segments represent a bookselling opportunity that is larger than the trade.

Take disruptive thinking one step at a time. Here are five principles to help you successfully apply self-disruption.

1) Find a need and fill it

This is the most basic of marketing principles and has stood the test of time because it works. It is difficult to find a topic on which books have not already been written. The canyons of shelves in the chain superstores attest to that fact. Conversely, you can find new buyers in non-competitive arenas outside of bookstores. For instance, let’s say you have a book on properly caring for a dog. You could compete with all the similar titles on a bookstore shelf. Or, you could approach a dog-food manufacturer that wants to increase sales of its products. Convince it to place a coupon for a free copy of your book in bags of its dry dog food (or on the label of its canned products).

2) Ask yourself questions

When I published my first title, *Job Search 101*, I learned that market risk (trying something new) is generally more successful than competitive risk (competing against an entrenched market leader). The book, *What Color is Your Parachute?* was the perennial leader in bookstores in this category. In order to reach my sales objectives without competing directly, I asked myself, “Who else could use information about how to get a job?” The answer led me in a new direction — selling my books to college students, high school students, and many states’ departments of labor. By asking the question, “Who could influence students’ decisions about how to get a job,” I found a willing and profitable market among the parents of graduating seniors.

3) The smaller your niche the greater your opportunity

Explore smaller but perhaps more lucrative markets. For example, you might publish a book on nutrition and compete with hundreds of other titles on the same topic. But if you specialized on smaller groups — *Nutrition for Long Distance Runners*, or *Nutrition for High School Athletes* — you could compete in these uncontested, lucrative segments.

4) Do something

A lighthearted definition of marketing insanity is to continue doing the same thing and expecting different

results. Yet there is much truth in that statement. If you sell only through bookstores (bricks and/or clicks) and sales continue to languish, maybe it is time to do something different.

If you have reached a plateau, do *something*. Resurrect your backlist and try *selling* more books instead of *publishing* more books. Try selling to different buyers. Seek foreign sales. Investigate the sale of subsidiary rights. Look to selling your content in different forms such as E-books or audio books. Disrupters avoid stagnation by jumping to a new plateau and using that as a staging point for a different growth trajectory.

5) Be flexible in your planning

Marketing strategy, not book production, drives sales and revenue. Your mission statement should be cast in stone, but the ways in which you fulfill it should be flexible. 70 percent of all successful businesses end up with a strategy different from the one they initially pursued. A positive example is Netflix, which started as a mail DVD rental service but now focuses on digital streaming of movies. A different example is Borders' inability to properly embrace e-commerce.

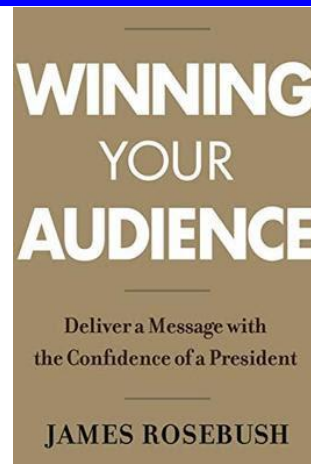
Traditional thinking has a powerful undertow. Well-meaning friends, colleagues, or even family members may discourage you from disruptive thinking. But in today's rapidly changing marketplace, holding steady really means falling behind. Move, evaluate, adapt, strategize, and move again. Act like a professional boxer as you bob and weave, looking for weak points in your adversaries' strategies on which to launch your competitive attack. As an anonymous sage once proclaimed, "Do not follow where the path may lead. Go instead where there is no path and leave a trail."

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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

Winning Your Audience: Deliver a Message with the Confidence of a President, by James Rosebush. President Ronald Reagan taught James Rosebush to be an impactful speaker. Now he's going to teach you. Public speaking isn't easy. Just ask anyone who's ever blown a sales pitch, failed a class, or fumbled their way through a presentation because they froze up or couldn't find the right words. No wonder more than 75 percent of people in the United States suffer from Glossophobia, the fear of speaking in front of crowds.



What's The Big Idea? Editorial by Brian Jud

Each year Bowker issues over 1,000,000 ISBNs for new titles. How can you make yours stand out from the crowd? Be a little different. Look in a different direction. If everyone is competing for shelf space in bookstores, look to special markets of non-bookstore buyers – retail and non-retail -- for more sales opportunities.

