



THE SALES INFORMER

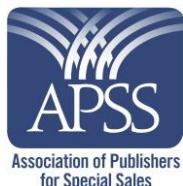
Association of Publishers for Special Sales

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

Volume 8, Issue 5, Number 82 May 2020

Here is your May 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



The international book world is opening up. Let's get back to normal!

There are four major shows from August through December that are still scheduled to take place. These are Beijing Book Fair, Frankfurt Book Fair, National Council Teachers of English and the Guadalajara Book Fair.

APSS has an agreement with The Combined Book Exhibit to have your books on display at each, getting you back in the business of selling more books! Plan to have your books on display at Beijing, and I'll keep you updated on Frankfurt, NCTE and Guadalajara as we get further into the summer.

The city of Beijing is pretty much back to normal with everything open. The book fair will go on as usual but without the International publishers attending. For those international companies that have China offices, they will participate as usual.

CBE will participate and will employ staff that have experience in setting up and manning the booth. The book fair will also provide two to three people to help out with the booth, take inquiries and hand out our exhibit catalog.

The CBE booth may be the only company showing U.S. titles at the show which should draw in a huge number of Chinese publishers to the booth who are looking to buy U.S. titles. The deadline to register is still July 1 with display copies arriving no later than July 10.

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

Print Book Display (per title, per show) - \$165

Ebook Display (per title, per show) - \$165

Print/Ebook Combo (per title, per show) - \$200

Full Page Advertising in CBE Exhibit Catalog (per catalog) - \$200

Here are the upcoming deadlines to give you ample time to register and send the books to CBE.

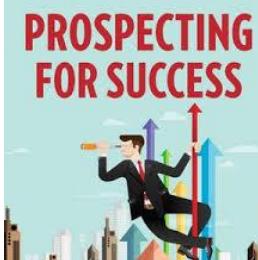
Frankfurt International Book Fair - September 11, 2020

National Council Teachers of English - October 23, 2020

Looking forward to “hopefully” getting back to normal in the next few months.

To Your Success,
Brian Jud
Executive Director, APSS

APSS Tip for Finding Potential Non-Bookstore Buyers



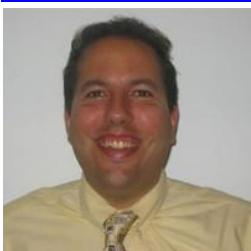
Before prospecting for potential buyers, define those most likely to need your content. Consider Gloria Boileau's title, *Stop The Fear! Finding Peace in a Chaotic World*, a book about ways to resolve fear (<http://www.gloriaboileau.com/>). Her premise is that everyone is afraid of something, at some level. But how can you tell “everyone” the ways in which your book will help them? One way is to divide your target readers in categories. Using these techniques, Gloria might address the people who are afraid of flying, dying, being in a relationship or other types of fears.

Remember that you are marketing to *people*, not to segments. So who is the typical person in each segment who will actually purchase your book? If you can describe those individuals and the problems that consume them, you can communicate the ways in which the content of your book can help them.

Continuing with the title *Stop The Fear!*, what if “soccer moms” were singled out as a target segment? These mothers might be fearful for the safety, health and future of their children. In this case, Gloria would define the typical “mom” who will benefit by reading her book, in terms of age, education, life style and geography. She would seek answers to the following questions, defining the “typical mom” and creating a composite of the person to whom she will market.

- What is her average level of education?
- About how old is she?
- How much money does she make?
- To what ethnic or religious groups does she belong?
- In what leisure activities does she participate or watch?
- What magazines and newspapers does she read?
- In what current events or issues is she most interested?
- Is there a particular life event she is facing (e.g., divorce, career balance, childbirth)?
- What makes her happy? Unhappy?
- What are her problems or ponderous issues?
- What organizations or associations does she join?
- To what radio and television shows does she listen/watch?
- Are there geographic concentrations of prospects?
- How can you reach her?

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



Authors Need To Ask For What They Want In Order To Get It

For many years, musicians were told, when they asked, “How do you get to Carnegie Hall?” that the answer was simply “practice.”

So the question posed to authors, “How do you market a book successfully?” can be

answered just as simply: “Ask for what you want.”

That’s it. There is the secret formula. You don’t have to shell out thousands of dollars attending marketing seminars or hiring book consultants. I just told you what you need to know. That’s everything!

Ok, it sounds too simple, right? It has to be a lot more than that, doesn’t it?

No, that’s it. Ask and you shall receive.

Maybe not all of the time. Maybe most of the time you get nothing. Doesn’t matter. It is a numbers game – ask often, and sometimes you will receive something. Ask the right way, at the right time, and sometimes you get a lot more than you even hoped for.

Think of things you can ask for:

- Media coverage
- Social media connections
- Book sales
- Speaking opportunities
- Testimonials
- Positive book reviews

The simple point is this: You must advocate for yourself. Speak up – and often. Seek out opportunities and make a situation one that could be favorable to you. Ask for help. People will help you, whether with advice, introductions to key people, or simply by doing what you ask. And why would they do that?

Many people have a desire to help others. They feel good giving someone something when it costs them nothing to do so. Others help because they expect a favor down the road or hope to trade something of value now. Others help simply because they were asked and feel obligated to respond. Whatever the reason is, I know that some people will help you sometimes, so why not ask as many people for as many things possible?

Set different goals and then look to achieve progress towards achieving those goals by utilizing the assistance of others.

What can people give you?

- Money, whether in the form of a sale, a loan, a gift
- Provide useful information
- Share ideas or identify resources
- Emotional support
- Introductions to a network of others

So does this mean you have to simply look at people as a resource to use and abuse? Absolutely not. But you should think about what you need and who can help you get it. At the very least, you should look at everyone in your circle of friends, family, colleagues, online connections, etc and make a list of what they know and do, who they know, what skills they possess, and how they may have something you want or can utilize.

Don’t tell me you are shy, quiet, or not the type to seek out others. Don’t tell me you have a small network or that you don’t feel comfortable owing someone a favor. Put all of that psychological baggage to the side. You are now an author seeking to market your book. You are hungry for success and feel a sense of urgency to brand yourself and sell your book. It’s time to do something about it.

Essentially, you are only as good as your network. If your network needs to be expanded, diversified, and improved, then do that. Make that a priority. Once you have enough good people in your hemisphere you can call upon them to get what you need.

Of course there are different ways to ask for something, and the bigger the ask, the bigger the give you will need to provide. That's okay. Just keep trading up. Think of your resources – what you can give to others that is of value – and cash them in to upgrade to what you need and want.

There are so many books on sales, marketing, success, and wealth, and though achieving anything requires a number of skills, resources, training, experiences, connections, ideas, and luck, a big common denominator to any formula is that we all need to ask others for something. We can't do it alone. We all need help, whether we pay for it, trade for it, borrow it, or get a lucky favor from others.

Embrace this mentality of asking for things. You have nothing to lose. So you ask and they say no, so what? But if you ask and they help, you win. No downside. Forget the fear of rejection or feeling embarrassed or awkward by asking. Who cares? Just ask, ask, and ask some more.

First, ask questions. Get information and learn things.

Second, ask for introductions to those you believe can help you.

Third, ask for something small that doesn't obligate someone to do much, but it is something that is still of value to you.

Fourth, ask in a way that says you are prepared to trade something for what you inquire about. Quid pro quo is totally the way to go.

Fifth, ask in a way that allows you to barter for what you want, especially if you feel you are getting more out of the trade.

Sixth, make an investment and be willing to pay for what you want if you feel down the road, this will buy you something of value that you could otherwise not get.

Be a kid again. What did you do when you wanted a toy? You asked your dad or begged your mom, right? If you don't ask, you don't get, for sure, but if you ask and only break through 1 in 10 times, 1 in 20 times, or whatever, hey, you win! Well, the book world is the same way.

Ask, beg, barter, or buy your way to marketing your book successfully.

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. www.booksellinguniversity.com to see a description of each and the bio of the instructor. YouTube.com and search for the channel Book Selling University. Subscribe and watch as many times as you wish for free.

APSS Tip for Making Persuasive Sales Presentations



When making a sales presentation, think of your opening statement as you might the headline for a press release. Your objective is to get people's attention in a positive way with something that is important to them. You "hook" them into seeking additional information by listening to your presentation.

There are several types of opening statements that will frame the objective, intrigue your audience and build anticipation for your presentation. Practice writing openers using one of these, or combinations of them, to draw your audience into your presentation and take action on your recommendation.

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 Vivian R. Jacobson, author and lecturer on *Marc Chagall Sharing Chagall: A Memoir*: "One of your newsletters about two years ago mentioned the words "local author" and also I grabbed on to another thought of business companies giving a book out as a premium which was in another newsletter. I put the two together. I went to insurance, real estate, banks and asked them to give the book as a gift for new clients moving into the area."

APSS Tip for Negotiating Large-Quantity Orders



Negotiations tend to go awry because the two parties incorrectly assume that they understand the other's motivation and therefore do not explore further. Negotiate as if you are a crime-scene detective by learning as much as you can about the other people involved and what is important to them (i.e., what is *their* ultimate objective and what are *their* criteria for reaching it).

APSS Top Ten List

Are you looking to sell your foreign rights? Here are Ten Language Tips from *The Book of Useless Information*, by Noel Botham

1. There are about five thousand different languages spoken on Earth.
2. Chevrolet tried marketing the Chevy Nova in Spanish-speaking countries. It didn't sell well because "no va" means "doesn't go" in Spanish
3. In Italy, a campaign for Schweppes Tonic Water translated the name into Schweppes Toilet Water

4. In Russian, the phrase “Out of sight, out of mind” was translated as “The invisible idiot.”
5. Rio de Janeiro translates to River of January
6. The Kentucky Fried Chicken slogan, “Finger-lickin’ good” came out as “Eat your fingers off” in Chinese
7. The Eskimo language has more than twenty words to describe different kinds of snow
8. More than 26 dialects of Quichua are spoken in Ecuador
9. The stress in Hungarian words always falls on the first syllable
10. In Papua New Guinea, there are villages within five miles of each other that speak different languages

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



A very successful orchestra arranger from Los Angeles was asked how he got to be in the top of his profession. He said he was not the most talented or creative but when he put himself in positions of being asked to do a task he always rose to the challenge. In the process, he became very, very good at what he loves to do. His first step was to improve his education to the point that he could fake-it-till-he-made-it. Then he took the action step of moving to L.A. Then he networked with the people who could give him a break. Then he blew his own horn and let everyone know what it was he wanted. He got it. You can, too, by selling your books to non-bookstore buyers.

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)

“Why is it necessary to make a presentation to buyers about my book? Why not just tell them all about it and ask them to buy?” Niles Anderson

Corporate buyers will not purchase a large quantity of books from you without being persuaded that doing so is in their company’s best interests. These people are spending their company’s money and will be held accountable for it. That is your job is give them the proof they need to convince themselves that your option is the best one.

You can simply send your proposal to the prospective buyer, but then it becomes a static piece of paper with a bottom-line dollar figure. There is no emotion involved in the decision and it simply becomes a choice for the lowest-cost option – which may or may not be your book. Unless you lead them through your recommended course of action, most buyers go straight to the bottom line and make a decision without knowing your full range of benefits.

For example, if you had to make a choice to purchase one of two new cars -- one for \$50,000 and one for \$100,000 – which one would you buy? Your first inclination may be to take the lower-priced one. But what if you learned that the more expensive car is powered by water, gets 1000 miles per gallon, lasts for 20 years, needs no maintenance and turns into a helicopter when necessary to fly above traffic? This is obviously ludicrous, but it demonstrates the point that one needs to know all the pertinent facts before making a decision.

That, in essence, is what your presentation does. It describes your proposal in such a way that your higher-priced recommendation may actually cost less than another option under consideration. And if your proposal is on the low side, your presentation gives your prospects more reasons to make the purchase rather than do it themselves or not do it at all. Perhaps most important, your presentation brings the human factor into the decision, enabling you to build relationships with your prospects.

How to Get the Most From a Consulting Relationship

By Brian Jud



The most expensive part of book publishing and marketing is a costly mistake. You can avoid some errors through experience, which in itself can be costly. Or, you can hire a coach (consultant, advisor, mentor) to steer you through the marketing maze and minimize slip-ups that can have significant impact on your budget.

Those who seek advice and those of us who give it can work together to solve your marketing problems. However, a coaching relationship is not a one-and-done transaction, a singular event with the dispensing and accepting of wisdom. It is best utilized as a collaborative process, a mutual striving to better understand your unique challenges and craft the best path forward. This process has five stages.

1. **Understand the desired outcome and form the relationship.** Once you know what you want to accomplish, find the coach best qualified to help. If each side understands the vantage point, qualifications and positions of the other, the outcome is usually more successful. As the advice seeker you may want someone to...
 - a. serve as a sounding board to get a better grasp on an existing situation. The advisor's task is to ask questions that guide you to your own conclusions.
 - b. be a "Devil's Advocate," to test the validity of an existing decision, such as selling only through bookstores and/or Amazon.com. The advisor should offer alternative solutions or hypothetical situations against which to test your hypotheses.
 - c. look at the bigger picture, expanding the frame of reference. Your advisor could share experiences and similar situations of those who ventured into non-bookstore markets successfully with content similar to yours.
 - d. provide guidance on how to address a high-stakes situation, such as printing a large initial quantity of books. The consultant should help you examine the pros and cons of the potential decision and offer the same for alternative actions.
 - e. increase the list of options under consideration. Your coach should be adept at conducting a creative brainstorming session to stimulate thinking and generate additional possibilities.
2. **Meet with your chosen coach and open the lines of communication.** In my consulting experience, many authors and publishers come to me seeking validation for their pre-existing opinions. They begin by framing the situation in a way that supports their position. Instead, the seeker should convey enough information for the coach to grasp the basics. Provide pertinent information objectively so your mentor can act in an appropriate, unbiased way to meet your objective.

As the advisor, listen attentively and keep the seeker on the right informational path. Allow the facts to come out, asking questions that will help you both better understand the background. The stated problem may only be a symptom of an underlying issue. Do not be too quick to provide what you think is a solution, because most likely you do not have sufficient information upon which to base a conclusion. Prescription before diagnosis is malpractice.

3. **Create alternatives.** Once the groundwork is done, begin the consultation. This may not occur until the second or third meeting. The advisor takes the lead at this point, playing Devil's Advocate, offering alternative solutions or conducting the brainstorming session.

The job of the advice seeker is to maintain an open mind, analyzing and internalizing the options as they appear. This is not to suggest it is a one-directional outpouring. Both sides have the responsibility to participate and not respond defensively to challenges to one's position.

4. **Make a decision.** The consulting process is not open ended. The objective is to create a viable solution regardless of how much the best alternative challenges your preconceived opinions. Ask incisive questions to expose the rationale behind the preferred alternative until you are satisfied that it is the best way to proceed.

Although the ultimate decision belongs to the advice seeker, the coach should understand the extent to which the client is comfortable with the outcome. Inquire into any hesitancy or lingering doubts. Help your client understand the sequence of steps and all that is required to implement the resolution.

5. **Take action.** Once you have all the information you need, act on the advice you have been given. Make adjustments as you proceed. You are not on a fixed course, and your consultant has not abandoned you. Your future is conditional and transitory, viewed as an evolving cycle of action, evaluation, reassessment and new action. Arrange follow-up meetings to keep the implementation on track.

Clients want to quickly know *how* to proceed, but that path is determined first by an understanding of *why* the action should be performed. Uncovering the thought behind the action is the function of the advisor. When advice seekers and purveyors comprehend this process, they can create a mutually satisfying, long-term, professional and productive relationship.

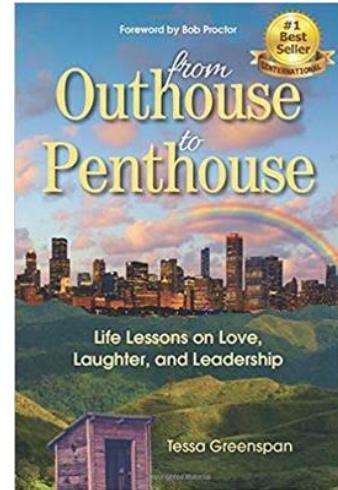
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Brian Jud is a marketing consultant and the author of *How to Make Real Money Selling Books* and now offers commission-based sales books to buyers in special markets. Contact Brian at P. O. Box 715, Avon, CT 06001-

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www.premiumbookcompany.com twitter.com/bookmarketing

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

From Outhouse to Penthouse: Life Lessons on Love, Laughter, and Leadership by Tessa Greenspan is a story about overcoming all the odds and learning to thrive. With unconditional love from her mother, a husband who was a produce wiz and the support of her family and employees, Tessa took a failing business with one million dollars in debt to successfully turn her store around, grossing ten million dollars in sales. Tessa is a motivating, energetic force with a deep faith. She strongly believes in the law of attraction, leading with a loving, generous heart, and knows that life is about being real, humble and kind. Never too old to dream, join Tessa on her journey as she leaves a trail of kindness through hard work and determination as she uses the power of a giving heart to create her own destiny.



What's The Big Idea?

Editorial by Brian Jud

Many people find it necessary to shoot down others' new ideas. "We've always only sold through bookstores," or "We don't have the staff for that," or "Yes, but ..." are their buzz words. When you have an idea that is different from the status quo, do what is necessary to make it a reality. Sometimes this means pushing hard against the majority and the past. As Yoda, the Jedi Warrior put it, "Try? There is no try. There is only do or not do." What are you willing to do today to sell to special-sales buyers? What three corporate buyers could you call? What commission-reps could do the job for you instead of hiring more staff? [Join](#) the Association of Publishers for Special Sales? If you want to do something, you'll find a way. If not, you'll find an excuse. Find the way.

(Cartoon by Gary Larson)

