



THE SALES INFORMER

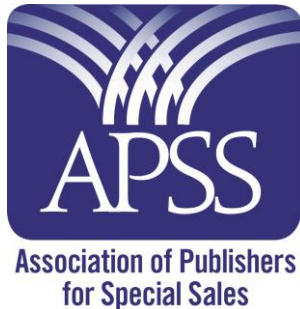
Association of Publishers for Special Sales

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

Volume 8, Issue 7, Number 84 July 2020

Here is your July 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



Do you want a wealth of book-marketing information – for free?

See all 57 consecutive issues of *The Sales Informer* dating back to 2014 at
<http://community.bookapss.org/group/sales-informer/forum>

All *Sales Informer* newsletters deliver tips for finding potential non-bookstore buyers, making sales presentations and negotiating large-quantity, non-returnable sales. *Top Ten* lists on a variety of topics give you information, ideas and actions for building your sales, revenue and profits as your business grows.

Guest columnists add their expert knowledge on a variety of subjects. You will be introduced to a supplier recommended by APSS -- printers, editors, publishers and more that you may hire with complete confidence that you will be treated fairly and ethically. In “What’s the Big Idea” you will see humorous yet thought-proving ways to grow your sales. And more!

APSS Tip for Finding Potential Non-Bookstore Buyers



Preparation is not difficult since there are a few basic areas in which you should be primed. First of all, know why a prospective customer would be interested in buying the information in your book. In addition, know what you have to do to make a sale, know what you are selling (including how it stacks up against competition) and have a good definition of your target buyers.

Know the process

If retailers do not sell your books, they return them; corporate buyers do not. Therefore, buyers want to make sure they are making the right decision before committing company funds. Consequently, a typical sale might follow a lengthy sequence of events once you have a qualified list of prospective customers:

Determine buying criteria: Each sale is unique. Learn the needs of each buyer and how your content can help him or her.

Create your proposal. Buyers want to “see it in writing.” You become a consultant instead of a publisher,

solving their problems by detailing the ways in which they will benefit by purchasing your books.

Make your presentation. You may have to present your proposal to the decision maker, and later to various decision influencers, depending on the size of the sale.

Negotiate. Rarely will a prospective buyer accept your initial proposition as is. Be prepared for some give-and-take before you close the sale.

Confirm the sale. You are not making sales, but making customers. The second sale is much easier than the first, and generating recurring revenue may be as simple as making sure the first sale proceeds successfully.

If you are prepared to perform each of these steps in its proper sequence, your chances of landing the order improve significantly.

Brian Feinblum

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

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



Why Book Publicists Won't Work On A Royalty-Sharing Basis

In the course of a week I'm probably asked by at least one potential client for publicity services to agree to work on a royalty basis, whereby I only get paid if the author sells books as a result of book publicity. In each and every case my answer is always the same: "No."

Book publicists are not authors and they are not publishers, nor are they editors or cover designers. They are a different animal, and thus, are compensated differently. But when I explain to authors why a book publicist doesn't work on a commission basis they inevitably seek to wave before me what they feel are generous offers of shared revenue.

"I'll give you half of what I make on a book," is the most common offer. Others will insist I'll end up making more than the money I intended to originally charge if I take up the revenue-sharing plan. But I always stick to my answer, first, because that's the company policy of the book promotions firm that I work for, and second, because it would be financial suicide to do otherwise.

Does this mean I don't believe PR makes a difference in sales? Of course I do. In fact, PR helps authors on many levels and it is because of that, I feel justified in showing and charging for the value of what I do.

So here's why publicists shouldn't agree to split book sale proceeds:

1. The publicist is not a publisher and distributor and can't control all of the things that bring about sales. For instance, I had no say in the look of the cover, the book's price, the functionality of the author's website, etc. I might get great media coverage for a book but other factors limit its sale.
2. A publicist is not an accountant and can't be involved in tracking sales and payments and wondering if he's being told by the author of all sales that take place.
3. How does an author even know if a sale took place because of the PR generated or something else?
4. PR has value beyond book sales. Authors will build their media resume, which may, in a year or two or three, be cashed in to get a job promotion, a new job, or start a business. Or, the PR will help improve their credentials and allow them to get more speaking gigs or consulting work – and to charge higher fees. Further,

PR can help sell various rights (foreign, film, audio) and it can help an author get a new publishing deal down the road. It can also help an author build up his or her network of contacts, social media platform, and media profile. It can help sell older books or unrelated products and services. But none of this may convert into royalties to the publicist.

5. Publicists supply things that are not quantifiable or something that can be monetized immediately, such as: media consulting, advising, brainstorming, researching, sharing information, enhancing ideas, and introducing connections and networking with individuals. They also write pitches and develop press kit materials, strategize on social media, and provide valuable feedback to an author's ideas. How will a publicist be compensated for those things under a royalty basis?

How an author leverages the guidance and media coverage generated is up to the author and is something in his hands and not that of the publicist.

A good media campaign also shares a positive message, influencing millions and impacts society. Again, there's no royalty split that could tally such a value provided.

Authors should see promoters as not only performers but as partners. The relationship of a publicist and author can be one that pays off in the short- and long- run

Perhaps one thing that authors and promoters can consider is to develop a working agreement that honors the accomplishments of a book promoter, but not one entrenched in book sales. I'd like to see a new hybrid arrangement, one that includes a base fee for work performed and then to have incentives and bonuses for achieving certain deliverables.

A publicist can secure a certain number of media placements and a portion of them can be at a high level, another portion at the B level and then a bunch of C-list placements. Incentives can cover all of that. For instance, for landing certain agreed-upon media outlets a bonus can be delivered for each outlet or for a certain total of outlets. Another approach is to add up the estimated circulation/viewership/readership/views and when they eclipse a certain number, a bonus is paid.

But when you then say "How many books were sold?" and choose to only pay based on sales, you've lost me and fellow publicity practitioners. I understand that authors need to concern themselves with sales, as they should, but when weighing the overall value of what a promoter provides, the sales metric is incomplete and short of the total package provided.

So, authors, please understand why publicists can't and won't buy into a royalty-based arrangement.

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



There are two schools of thought about the criterion with which you should lead in your presentation. One says to begin with less-important ones, building up to the major decision factor. This assumes that a series of positive responses will build momentum for agreement on your most important criterion.

The other strategy is to lead with the most important criterion. Once you reach agreement on that the others become less significant. This is the better strategy for at least three reasons. First, you will spend the most time discussing this point. If you wait until the end of your presentation to raise it, there may not be sufficient discussion time and the decision may be delayed. Second, there are times when the major decision maker will have to leave the meeting early. Others may not want to proceed without his or her approval, and the decision could be postponed. And finally, once the major obstacle is resolved the other points may appear trivial. You can move through the remaining items on your list more quickly, getting agreement on each before going to the next.

APSS Success Story

APSS Member Major Daughter (Anna Mhlambi) sold 2000 copies of her book, *Prophetic Word Bank*, to prisoners. According to her, “Your life is what it is today because of words spoken to you, in years past, by yourself or someone else who was responsible for you. But *The Prophetic Word Bank: Every War Starts with Words*, by Major Daughter, will assist you to change that. You can turn the darkest moments of your life into major victories. Have you allowed your dreams to die because someone has told you that you are not good enough? Don’t give up hope – because you can turn your life around.” She credits the information she has learned from APSS programs, particularly the *Ten Steps to Greater Sales and Profits*. Learn more about this program at <http://tinyurl.com/jmxbxu5>

APSS Tip for Negotiating Large-Quantity Orders



Buying decisions are made on a rational and emotional basis. In addition to giving buyers facts, give them a good feeling about you. People buy from people they like and trust. When you do anything during the negotiation that diminishes your likeability you reduce your chances of success.

APSS Top Ten List

Here are ten things to keep in mind when your prospect says, “What else can you do for me?”

1. You may not be competing against other books for the sale, but against coffee mugs, apparel, hats, etc. It is difficult to make a benefit vs. benefit comparison. Offer compensating value.
2. Buyers may not choose the lowest-priced item, but the one that can make a difference to their company’s business.
3. Give the buyers reasons to remove the decision from a price comparison, or even a product comparison, but as the most likely way to reach their campaign objectives.

4. If you have never dealt with this buyer before, give him or her a valid reason to choose you over a tested supplier.
5. Offer the experience of your printer or cover designer as a surrogate for your perceived lack of experience.
6. If it is a small company with no design department, offer to have your designer create literature, displays or shelf-talkers for them.
7. Give them a visible “win” that they can take to their bosses as the reason for choosing you.
8. Portray your book not as a commodity but as a purchase that can be strategic to their business. Describe it as something nobody in their industry has ever tried.
9. Offer the author (or yourself) as a credible source of applicable content who can add significant value as a company spokesperson.
10. Ask questions (“What went right/wrong with your last campaign? What is your definition of the perfect promotional program? What do your customer’s want?”) and listen to the answers. Let them know that you are not just there to sell your book, but to create a long-term, mutually profitable business relationship.

Best Practices of Email Marketing for Events

By Camille Moore

(Contact Camille at camille@takticalmail.com)



Email marketing is the foundation of any robust marketing strategy. Far outstripping social media and content marketing, email marketing revenue contributions reached an all-time high last year.

Considering that email marketing campaigns can contribute over 20% of overall revenue to businesses and have the ability to reach the right people in the right place at the right time, it's effectiveness is unparalleled.

Just as other marketers view the tool as an essential element of all marketing efforts, email marketing for is critical to ensuring

occasions are well attended and promoted.

Just like with a campaign aimed at selling products, best practices apply. Tracking performance metrics, using an email address verifier, and maintaining a consistent voice are all still important. Below is a list of additional do's and don'ts to help event marketers get the most from their email campaigns.

Email Campaign Do's

Reaching potential attendees for an event is just the first of many hurdles for event marketers. To ensure you have the best possible response to invites and promotional emails, follow these steps:

Start With A Plan - It is best to plan your content in line with the entire campaign. Choose a range of material that fits your event's overall marketing strategy. This includes crafting content that will work well on social media, other types of digital advertising, and email. Doing so will help to maintain the continuity of your message.

Formats, visuals, and text can and should be changed to match each channel, and links within emails should take recipients to new and relevant blogs about your event. An email content calendar can be created to aid your planning of relevant copy, visual content, and design elements. This will help ensure the whole process moves at a smooth and steady pace instead of becoming a last-minute struggle to meet deadlines.

Give Immediate Value – From subject lines that entice email recipients to follow your call to action to the email's content, make sure that your message is straightforward, un-garbled, and has a clear intention. Be concise and direct so potential attendees know exactly what they need to do to register or buy tickets for your event.

Stick to the rules – Any location you are emailing from and wherever to will have defined laws and policies around contacting recipients and what you can promise in your message. Stick to the rules and follow best practices to ensure you do not violate the rules and regulations in either your or the recipient's location.

Make it mobile friendly – Around two thirds of all emails in the US are opened and read on mobile devices. Make sure your message isn't deleted without being read by ensuring your email is accessible from mobile devices. Optimize features like registration buttons to streamline the user journey.

Personalize and segment – Segmenting your email recipients will enable you to craft targeted messages that feel personal to each email recipient. Segmenting can also aid with learning optimal delivery times which often lead to higher open and click-through rates.

When crafting individualized content, look beyond simply using recipient's names and focus on the objectives that will be most important to the receiver. Keep your tone casual and friendly while maintaining a consistent brand voice throughout. It is important that each email recipient feels valued and that your message is seemingly intended just for them.

Event Email Marketing Don'ts

Just as personalization, mobile optimization, and segmentation are all important 'do's,' ensuring you avoid the following don'ts will help you earn the best return from your email campaign.

Unattractive, confusing emails – Stick to clear and snappy content formatted in an attractive and easy-to-follow template. Overcrowding your text, including multiple slow-loading images, or inputting unclear requests will harm your campaign.

No response – Forgetting to follow up with potential attendees is like leaving money on the table. It's also sure to damage the return on your email campaign investment.

Initial email messages can be easily overlooked by recipients. Follow-up emails should contain a slightly different message to the initial contact and act as a friendly reminder of your first email. Follow-up emails should go out at least two days after your first contact and are best sent between Tuesday morning and Thursday evening.

Forget to Track and Analyse Results – With so much else to do, following the results of each and every email you send and then analyzing them to spot trends can easily get pushed aside. Records of all emails sent, along with open rates, CTR's, and conversions should be kept. Analytical tools can be used to help analyze the results and work out what is succeeding and what needs adjusting to get better results.

There are many actions to complete and keep track of for an email campaign to be fruitful. Remember to follow the above do's and don'ts to get the most from your event email marketing campaign.

Tips for Becoming a Successful Mainstream Author

By Jeff Davidson, MBA, CMC



Thinking of selling your book to a mainstream publisher? Here is the streamlined version of my longer article of the same title:

1. The success of a book is 10% content and 90% marketing.
Unless the publishing house is behind your book, forget it.
2. The book publishing industry is agent-driven.
3. The size of the advance absolutely equals the commitment of the publisher.
4. Most editors are afraid to take a risk; unique topics must be approved by the higher-ups.
5. Marketing must be able to describe your book in a sentence and support it 100%.
6. Editors are print-oriented and need to see on paper that your idea is a winner.
7. If a proposal is a winner, it will usually score within the first 5 to 7 submissions.

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



Successful disruption is not something you do just once. Every successful disrupter becomes an incumbent in its transformed industry. Amazon disrupted bookstores 20 years ago, then disrupted its own books-by-mail business model with Kindle e-readers. "If leaders are unable to abandon yesterday, they simply will not be able to create tomorrow," said Peter Drucker. (Fortune)

Disruption does not mean discarding your traditional ways of doing important things and coming up with entirely new methods. It means making small experiments with everyday routines, little things that we often think are set in stone but can be changed with just a bit of effort and experimentation. Non-bookstore marketing does not replace selling through bookstores, it opens a new source of revenue.

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)

"You talk about waiting for long-term results, but how do I make it through the short term to get there?" John Woods

The sales process for a large order to a corporation may take several years. Buyers may initially test your title and then wait months or a year before placing an order. Rarely are people in as much of a hurry to buy your book as you are to sell it; so be patient.

But you asked, “If I don’t make it through the short term, there won’t be a long term.” That is like planting a seed and digging it up every few weeks to see if it is growing. You may create a Bonsai tree, but although it looks like the larger item it is only a miniature of what it might have been. Consider these points before seeking short-term sales in special markets:

- There is more at stake for buyers purchasing in large quantities, and corporate buyers in particular want to buy from people they know. It takes time to build the relationships that lead to large orders.
- As you prioritize your prospects and opportunities plan to sell smaller, but more frequent quantities to retailers while you are working on the larger orders. This may help to generate some interim cash flow. But the axiom still holds true that people buy on their timelines, not yours. If you are selling a gift book to retailers they may not buy it if their gift-buying opportunities has passed for this year.
- Eliminate the *Ready. Go. Get Set.* philosophy that can lead to failure. Take the time to plan your marketing actions before you implement them. Then evaluate their results and make necessary changes in strategy or action.
- Media is important to selling in special markets, and it takes as much time to create awareness of your book as it does in trade promotion.
- Research and test marketing can increase the likelihood of your success, but in the end, your efforts may be more profitable than if you proceeded without that pre-marketing feedback.
- In bookstore marketing you need to show sales results quickly or your books are removed from the shelves. Price-cutting may be necessary to move books, resulting in lower profitability. In special sales, the focus is on long-term profit optimization vs. short-term profit maximization. This makes for a better all-around business strategy.

How to Make Large-Quantity, Non-Returnable Sales? (Hint: You already know the answer)

By Brian Jud



Have you ever tried to get a loan? Ask for a raise? Sought to get agreement with family members about where to go on vacation? In each case you took part in a process designed to reach an accord that was agreeable to everyone involved. You can use those same skills to sell your books in large, non-returnable, profitable quantities to business buyers.

When trying to persuade people to your side, you probably planned on how you were going to do it. The larger the stakes, the more forethought you gave. If your objective were to sell a case of books to a prospective buyer, there is little at stake and you will not spend much time developing a negotiating strategy. You can pivot with relative ease from one tactic to another, responding to your prospects’ moves. However, if you are sitting across from a person deciding whether to purchase 10,000 or 20,000 of your books – or none at all – the risks are higher, and more preparation is necessary.

While each negotiation will have different twists and turns, there are some aspects that are generic to all. Planning for those in advance can greatly enhance your probability of success. The key to successful preparation is an understanding of what leads to a win-win conclusion for both parties.

For example, your objective is to sell a large quantity of non-returnable books. However, corporate buyers do

not want to buy your books. They want to use your content to solve a business problem. With that awareness, what preparation must you consider before you can reach a deal that is universally satisfactory?

From your prospects' perspectives:

- What is their objective(s)? Introduce a new product? Improve sales of an existing product? Motivate employees? Learn the problem(s) they want to solve, then show how your content can do that.
- What worked (or did not work) for them in the past? Show how can you help them avoid past mistakes.
- Why should they buy from you? Buyers need to feel comfortable that you can do what you say you can do, on time and at the agreed-upon price.

From your perspective:

- What is your ideal result, your Best Negotiated Outcome (BNO)? Think of all the different options that may come up when you discuss terms for the sale. What is your position on each? Consider these examples of most-beneficial terms:
 - a. Short discount
 - b. No returns
 - c. Little customization
 - d. Long delivery time
 - e. Large quantity order
 - f. Opportunities for recurring revenue
 - g. Payment with order
- What are you willing to negotiate away in return for a favorable outcome? If you must concede on one item to get something in return, which of the above criteria is least important to you? For example, customization may not be a major factor to you since you know it entails little marginal cost. But adding a logo to the cover may be critical for your prospect. Customization thereby becomes a quid pro quo negotiating point.
- What are you *not* willing to sacrifice in return for a favorable outcome? There may be terms upon which you are not willing to concede. You may not have the financial reserves to print a large quantity of books if they are returnable. In this case, you might offer a greater discount or extended payment terms in exchange for a non-returnable sale.
- What could undercut your BNO? Unanticipated discussions may surface during the negotiation. One of the participants may get a brainstorm and say, "What if we...?" Then the dialogue revolves around that unforeseen topic. It is impossible to know all these diversions in advance, but you can think about the general boundaries within which you will deal.
 - Can you remove or alter any constraint that makes your BNO unattainable? You could be blindsided with a stipulation that you pay a penalty for late delivery. But if you know in advance that your printer can easily make the intended date, you can catch your prospect off guard and regain the momentum when you reply, "Actually, I'll pay you a higher penalty for late delivery, if you pay me a bonus for early delivery."
 - Is there any way to change the terms you bring to the table that could improve your BNO? What if a buyer requests that you purchase a costly product-liability policy? If you are familiar with the terms of your current policy you may describe them as adequate.

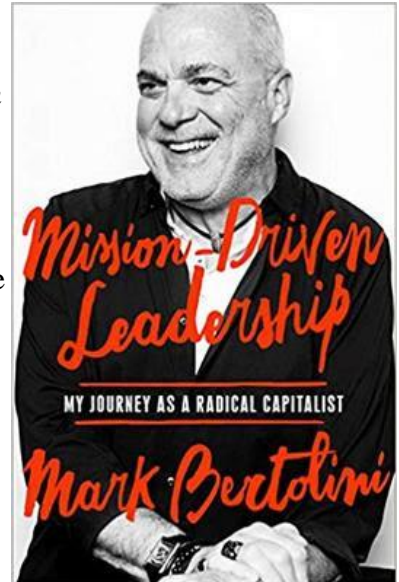
The more you know beforehand about the people, the process, your costs and operations, the more likely you can discuss terms on the spot, resulting in the best negotiated outcome for both parties. Focus on your objective and keep your best interests in mind, but do not ignore the needs of your buyers.

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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

Mission-Driven Leadership: My Journey as a Radical Capitalist, by Mark Bertolini. Mark has expanded the volume of documentation for benevolent business with his 2019 publication of *Mission Driven Leadership*. Bertolini is a former CEO of Aetna Corporation, a major health care insurance provider. Bertolini uses the pages of *Mission Driven Leadership* to tell the unique story of leading a major health care provider while at the same time twice being personally impacted by the operation of the health care system in the United States. Bertolini's son was diagnosed with gamma-delta T-cell lymphoma in 2001. This form of lymphoma is nearly always fatal. The struggle with the disease provided Bertolini with a perspective on health care which transcended the fine print of insurance policies and the analytics of managing a major health care provider. In early 2004, Bertolini came into his second personal engagement with the health care system. A skiing accident left him with multiple major injuries. The nature of his injuries changed every aspect of his life. Again, he was, for better or worse, personally engaged in the health care system.



What's The Big Idea? Editorial by Brian Jud



Who says rhyme doesn't pay?
Entrepreneurial and creative poets can
find new ways in which to sell their
work.

This applies to authors and publishers of
any genre. Find new sources of revenue
by creatively finding new ways in which
to sell your content.