



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 9, Number 86 September 2020

Here is your September 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.

Visit our Website

APSS Update from the Executive Director - Brian Jud



The deadline is September 30 for the Middle East Studies Association

The APSS agreement with Association Book Exhibits offers APSS members an opportunity to virtually display your book(s) at the Middle East Studies Association (MESA) annual conference. The price is \$45 per title.

MESA has traditionally held an annual meeting in the fall where members gathered to share research. The meeting features panels and special sessions on a variety of topics related to Middle East studies, hosting an average of 90 exhibitors (from University presses and publishing houses to Middle Eastern jewelry and souvenirs) offers the latest publications in the field and an exhibit hall featuring the latest books and software in the field.

For each title, please email the title, author, pub date, list price, ISBN and

The 2020 APSS Virtual Book Marketing Conference was a great success!

315 people registered for the 10 courses conducted by 15 different speakers with more than 800 “seats” filled. The feedback has been excellent. People from Australia to England discovered more ways in which to profitably produce, publish and market their books in ways and places they never thought of.

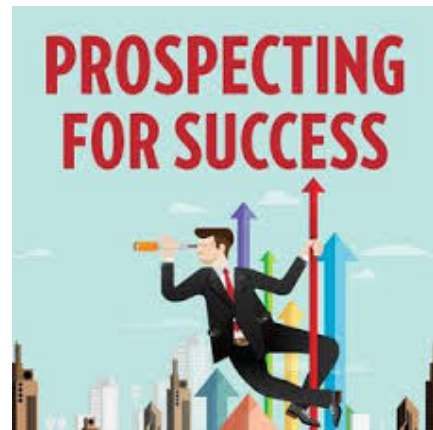
Purchase recordings

Now you can get all the latest and best book-marketing tips from the experts by purchasing one or all of the presentations made during the event. You will also receive the handouts described in them. Individual 45-minute recordings are \$14.95 (\$19.95 for APSS non-members). If you want all 7.5 hours of the most up-to-date tips for making more money, purchase links to recordings of all sessions for \$149 (\$199 for APSS non-members). [Here is a description of the sessions with order form.](#)

discounted price (if any) to brianjud@bookapss.org. APSS members can make the \$45 payment per title (\$65 for non-members) with Paypal account brianjud@bookapss.org or contact brianjud@bookapss.org for other payment arrangements. The display company will need two copies of your book by Oct 4 and you will receive the address to which to send them.

APSS Tip for Finding Potential Non-Bookstore Buyers

Find people who could purchase your book without large discounts. When people buy a book to resell it, they obviously want to buy it at a discount. To avoid having to grant steep discounts, sell at list price or short discounts to people who will use the book themselves instead of reselling it. For example, college career-development officers would buy a job-search books at list price because they would keep the book for their own use when helping students.



50+ Free Courses for APSS Members

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.

[See all the courses here](#)



15 Books For Better People, Better Society **By Brian Feinblum**

Why is the world the way it is, one ripped apart by conflict, violence, hate, anger, and confusion? Why does the world have wars, civil unrest, and crime? Why do even people who love each other – family, friends, spouse – sometimes want to kill each other or do harm to themselves? Why do we allow setbacks,



change, and fears to dictate how we live our lives?

These are deep questions, some without answer. But that should not stop us from trying to live our lives so that we enjoy them, so that we can contribute to a better world, and so that we live a fulfilling existence. So how should we live our lives and be the best that we can be?

[See the complete article here](#)



APSS Tip for Making Persuasive Sales Presentations

A carefully composed, professionally developed script can help you make your formal presentations. There may be times when you have a 45-minute Power Point presentation prepared and you will be asked to condense it to a 10-minute pitch in the boss's office while he or she is preparing to leave for a flight.

Know and believe in what you have to say. Then write your script with the same four basic parts of any other business correspondence: an opening, a body, a summary and a closing

Use your proposal as the basis for the body of your presentation. But while the facts and figures you have listed are critical, a simple recitation of them will put people to sleep. Add a little pizzazz to your pitch. Bring your story to life. Give it passion, purpose and power.

Telling & Selling: Providing the Information You Need to Sell or Publish Your Nonfiction Book By Michael Larsen

Writing a proposal gives you the opportunity to think through what your book will be, and see how well you can write and promote it, essential information whether you publish it or sell it to a publisher. Most proposals range from 35 to 50 pages and have three parts: **Overview**, **Outline**, and **Sample Chapter**. The first page of a proposal is the title page with the title of your book and your contact information. The second page is the table of contents for the proposal.



[See the complete article here](#)

APSS Tip for Negotiating Large-Quantity Order



Negotiating is a skill, and like any skill you become better at it with experience. With that in mind, you might start out attempting to negotiate a smaller sale, one with less consequences of failure. With low stakes, you may not feel as much pressure that can result in mistakes. And you can hone your skills of asking questions, making tradeoffs and following your intuition. This can help you develop good sales habits and leave less money on the table.

APSS Top Ten List

Be creative --- do the unexpected and get attention. Most of us are born creative, but that flair is suppressed as we grow up with the admonition to "fit in" or to "not rock the boat." Use these ideas to help you apply your CREATIVITY.



[See the Top Ten List Here](#)

Follow Up with Editors is Crucial

by Jeff Davidson

If you are able to answer the following questions affirmatively, then your ability to serve and favorably influence editors is sound. If you answer "no," to any question, consider it an area for improvement:

[See the complete article here](#)



Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

When you are selling to non-bookstore retailers think beyond your customer to their customers. If you can help the retail-store buyers increase their sales, they are more likely to accept your book. Who is the customer of an airport store? Show the buyers your content is appropriate for business travelers. Who is the customer of a supermarket? Show the buyers your content is appropriate for families shopping there. Include that in your submission package and watch your sales grow.



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)



"It's hard to narrow down buyers for my book
since I believe everybody could benefit from
reading it."

Susan Nelson

No book is meant for everybody. People buy for
different and personal reasons, and you will be
more successful selling to them if you customize
your content and marketing activities to meet their
needs. This is easier if you organize people in
groups according to their reasons for buying. This
process is called *market segmentation*, and it is
relatively easy to accomplish.

You may be selling cookbooks. Where might you
find people who are interested in cooking? It could
be in supermarkets, bookstores, discount stores,
libraries, specialty stores (i.e., Williams Sonoma),
appliance stores, Vermont Country Store,
restaurants, chef supply stores, health-food stores,
QVC or even the International Association of
Culinary Professionals (<http://www.iacp.com/>). If
so, then that is where you need to be selling your
cookbooks.



How to Write More Persuasive Marketing Copy

By Brian Jud

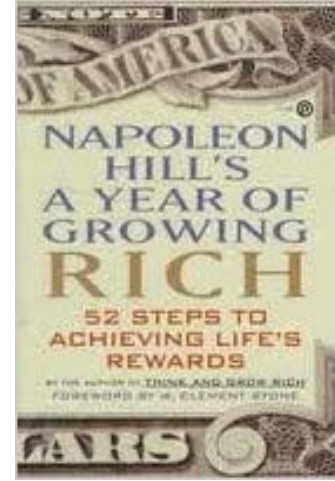
Do you think people actually read all the information in
your literature, in your press releases, or on your
website? Think again. Most people do not read your
marketing copy word for word, but quickly scan the
page looking for information that is helpful and
important to them.

[See the complete article here](#)

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

*Napoleon Hill's A Year of Growing Rich 52 Steps
to Achieving Life's Rewards* a 1993 publication.

The phenomenal bestseller *Think and Grow Rich*, established Napoleon Hill as an authority on motivation and success. These revised and updated motivational and inspirational passages--keys to wealth, power, happiness, and good health--were originally published in Hill's magazine, *Success Unlimited*. It is very useful summarizing Hill's key points and giving useful advice in 52 weekly chunks in a workbook format.



What's the Big Idea?

Audience: Friend or Foe? Brian Jud recently read a novel about Shakespeare, *Fools and Mortals*, by Bernard Cornwell. It included this paragraph about the audience for a play, but it struck him as relevant for today's speakers, too:

“We are players, and we love an audience. Sometimes, if a play is going badly, it is easy to think of the audience as an enemy, but truly they are part of the play, because an audience changes the way we perform. We can rehearse a play for weeks, as we were doing with *Midsummer Night's Dream*, but the moment when the playhouse is filled with people, so the play is transformed. There is a new nervousness, but also an energy. We often ran a whole play in the theatre without any audience, simply as a rehearsal, and often it would be dull and dreary, grown stale by too much rehearsal, yet next day, with two thousand people gaping at the stage, it would come alive.”