



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 12, Number 89 December 2020

Here is your December 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



Sell your book as a Holiday Gift – in the APSS Bookstore.

Now is the time for APSS members to support each other – by buying their books for Holiday gifts. The NEW APSS Bookstore was created to make it easy for you to buy other APSS members' books – and for them to buy yours.

There are currently over 80 books in the store to purchase. See them at <http://bookapss.org/books/> To place your book in the APSS bookstore, send a high-resolution cover image, a 50-word (maximum) description including the list price, the category in which it should be placed, and the link to your Amazon page (or website) to Kim@bookapss.org.

Currently there is no charge for APSS members to place their first title, but \$5 for each additional title.

If you are not a member of APSS, visit this site to discover all the benefits of membership and an application to join: <http://pro.bookapss.org/join-application>

The 2021 APSS Free Virtual Book Selling Conference

Save the Dates - January 28-29

In September 2020 over 300 people registered for the 10 courses conducted by 15 different speakers with more than



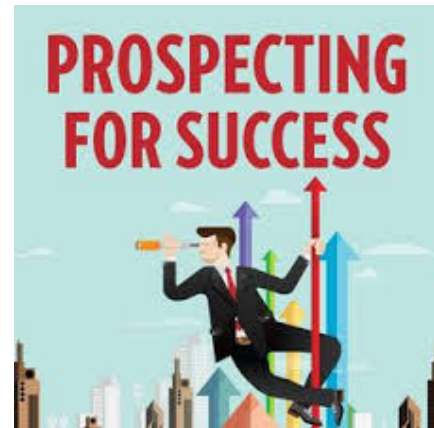
800 “seats” filled. The feedback was excellent so we decided to do it again **with different topics and speakers.**

For two days in January you can discover more ways in which to profitably produce, publish and market your books in ways and places you never thought of. Watch your email for more details coming soon

APSS Tip for Finding Potential Non-Bookstore Buyers

The concept of building a platform is well known but not often applied correctly. It is generally assumed that if your platform is significant in numbers, those people will either buy your book upon its publication or spread the word about it to others. This is not often the case. Simply because people have heard of you, follow you on Twitter or have befriended you on Facebook does not mean they will buy your book or spread the word about you.

While it is good to have a large number of potential buyers supporting your platform, it is better to have a smaller group who will spread the word about you and your book. In other words, the quantity of people in your network is not as important as the quality of the relationships you have with those who are, or could become, your advocates. Just as you sell *through* retail stores *to* your target buyers you should communicate



through people who have a large following and have a reason to support you, and communicate *to* those in the larger group – those who could be potential buyers.

Thus you build your marketing platform on two different levels. First, is to create the foundation for your platform – the small group of communicators. Then build the larger audience – those who will listen to your advocates and buy your book.

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.



A Book Marketing Pandemic Playbook For Authors

By Brian Feinblum

In these challenging and panic-filled times, there is reason for hope, not only for our nation's well-being, but for your ability to promote and market your book successfully,

But before we proceed to talk about what you can be doing and should be thinking, let's simply acknowledge where we stand. I think by being realistic, but not alarming, we can reasonably wrap our heads around things.

[See the complete article here](#)



APSS Tip for Making Persuasive Sales Presentations

Your opening statement in a presentation is like the headline on your advertisement or press release. It is analogous to your opening words when cold-calling prospective buyers. Make an immediate connection, get your target's attention and make that person understand that it is in his or her benefit to listen further. And just like a headline, your opening statement is different for each prospect and audience, relevant to their particular circumstances and needs.

Clarity and brevity are more important than storytelling at this point. Develop a brief, strategic anecdote, question, factoid or statistic that will establish the topic and grab the listeners' interest in as few words as possible. Do not give away your entire talk, but motivate them to want to hear it. Tease the people in your audience so they have an idea of what is coming and want to hear more about it.

For example, you may be pitching the American Cancer Society on joining forces with you to market your book. If you begin by describing facts about the number of people who have cancer or die from it every year you are telling them something they already know, and you have lost them. But if you can begin with a story of how you or someone close to you had cancer and beat it you are more likely to

engage them in listening to your proposition.



APSS Tip for Negotiating Large-Quantity Order

Help buyers justify the value of your proposal. When you conquer the emotional side of the buying equation, buyers still need a rational motive to buy if for no other reason than to validate their purchase to themselves or to a supervisor. Your proposal can serve this purpose so they “see everything in writing.”

APSS Top Ten List

Project an Image of Success and Sell More Books. Before you enter a negotiation, talk yourself into success. It sounds like a cliché, but it has proven to work. The key is to not only say the right things to yourself, but use your physical appearance to reinforce your self-confidence. Here are **Ten Ways to Project a Winning Personality in a Sales Situation.**



1. Not only must you be in the right place at the right time, but you must be in the right frame of mind at the right time. The attitude you project as you enter a meeting can destroy or boost your chances of success.
2. Your influence on other people is partially determined by factors beyond your control (height, gender), but there are things you can do to compensate.
3. Don't try to be someone you are not – become comfortable with and use what you have. Use your physical presence to create trust— trust must come before a favorable decision
4. Use your physical appearance to enhance your confidence – walk into the room with a poised posture and self-assured smile and you will feel more confident
5. Command others' respect by demonstrating expertise, competence and commitment, not through a formal
- 7 Do no only think thoughts of power and confidence, but put them in action
- 8 . Greet people with good eye contact and a firm handshake.
- 9 Choose clothes that will not distract from your message. Your prospects should pay attention to what you say, not what you are wearing.
- 10 Visually communicate and reinforce one message: you are a credible source of interesting and important information for your prospective customers.

bio but through your physical presence and demeanor.

6. Concentrate your pre-meeting self-talk on achieving positive outcomes and rewards



Using Book Trailers as Part of Your Book Marketing Strategy

Jeniffer Thompson

Book trailers have been around for a while now. But they're still uncommon enough that they really stand out from other book marketing strategies. Although professional quality promos, excellent book covers, and attention grabbing back cover copy do a lot for your book, all elements of your book marketing strategy should be just as well thought out. Because book trailers are such a creative marketing tool and can be made on a variety of budgets, I highly recommend using them for your book marketing strategy too! I'll tell you a little about book trailers, show some great examples, and explain why they're so effective.

[Text Link](#)

Finding A Potential New Topic

by Jeff Davidson

Here are ways to find a topic, one or more of which may be right for you.

1. Talk to your local librarian (particularly the librarian in the business reference section, if you offer how-to presentations for business or career development). Often, librarians keep a roster of books and topics that are frequently requested.

2. Tap the industry influentials. Richard A. Connor, my co-author for *Marketing Your Consulting and Professional*



4. Talk to meeting planners. Many a successful book topic has sprung from a meeting planner's request to a speaker to provide a certain type of program. Suppose you bone up on a topic in short order and successfully present it. Why wouldn't you consider to

Services says "Those who serve, influence, and regulate members of a selected niche are able to identify hot industry topics and those destined to become hot." By meeting such industry influentials and establishing relationships with them, you can find today's hot buttons – key issues affecting your targeted industry. Such issues are the keys to good speaking topics.

3. Read *USA Today*, *The New York Times*, *The Wall Street Journal* and other trend-identifying publications. In a nutshell, if you can get out in front of most of the rest of the pack on a particular emerging topic, you might be able to carve out a niche for yourself for many years.

offer that has book title?

5. What do you naturally find intriguing? Think back to the last time you saw a provocative T.V. show, listened to a captivating radio program, or read something in a book or magazine that intrigued you.

6. What's missing? When you look at business practices, educational institutions, government, or human interaction in general, keep a keen eye out for what's missing. Often, great book topics arise because someone was astute enough to conclude that, say, business executives were sufficiently deficient in some skills area or leadership technique such that a book could be developed to fill the gap.

Tips for Selling to Non-Bookstore Buyers By Guy Achtzehn

Selling books is much like selling housing. Not everyone in the housing market is seeking a similar residence. There are groups of people with preferences for apartments, condominiums, colonials, contemporaries or ranch houses. Within each segment, some people may also demonstrate a unique preference for layout, location, yard size and color. There is also geographic segmentation for those who prefer city dwellings vs. homes in the suburbs or in rural settings.

"So what!" you say? Compare this to selling books in the academic segment. There are public schools, vocational schools, military schools, private schools, distance learning, home schooling and colleges, among others. In the college segment, you can sell books to many different types of colleges, universities or trade schools, through bookstores, to libraries, to students, to instructors as textbooks or supplementary reading. Each buys for a different reason. Your content remains the same, but the way you



communicate its benefits to the reader change. Customize your promotion to the needs of each.

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)

"I have a solid list of potential corporate buyers. Can I just start calling on them now" Art Simpson

Now that you have found lists of suspects, qualified them as prospects and prioritized them in the order in which you will contact them, there is still more to do before you start convincing people to buy your books.

1) Learn more about the companies and the individuals in each who will make or influence the decisions. You cannot confer with prospects that might buy 10,000 copies of your book without adequate preparation.



2) Learn and practice basic selling techniques and make your initial presentation (See the regular articles in this newsletter).

3) Create your proposal and make your presentation (See the regular column in this newsletter about how to make a presentation).

4) Negotiate (See the regular column in this newsletter about how to negotiate).



The Measure of Marketing

By Brian Jud

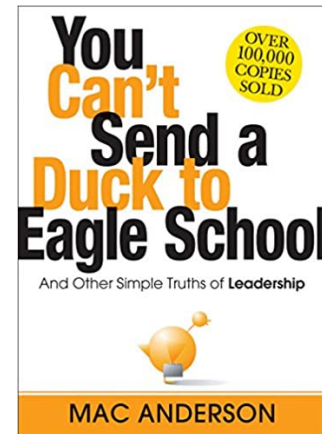
The question most publishers periodically ask themselves at this time of year is, "Did I achieve the goals that I set?" The numbers are easy to measure and compare -- you either reached your sales objectives or you did not.

Due to this perceived simplicity, publishers stop there and recalculate their objectives for next year. The problem with this process is it measures something you cannot control -- sales and revenue. If you could control them, then reaching goals would be a given. But you can only influence the attainment of those metrics by the actions you take.

Read It and Reap

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

You Can't Send a Duck to Eagle School, by Mac Anderson, is an inspiring must-read leadership development book for new managers, seasoned leaders, or anybody in an HR or customer service role. An essential part of being a successful leader is hiring and utilizing the right people who truly represent your company's values. And whatever skills are needed to do the job can be taught and honed into expertise. But no matter how great a manager you are, there are some things you cannot teach: desire, personality and drive.



In *You Can't Send a Duck to Eagle School*, Mac Anderson shares his best lessons learned from more than forty years of leadership experience in a fresh and engaging way. You'll learn how to hire great people, communicate with your team, and create a culture that's successful – and fun. A great resource for any leader, this is one of the best leadership books out there that provides the simple truths of managing teams in a quick, one-hour read. Read it today and put it into action tomorrow.

What's The Big Idea?

Finding prospective buyers in special-sales (non-bookstore) markets is merely a matter of seeing them. Where some see food in grocery stores, you see an opportunity for selling books. The same concept applies to seeing opportunities for selling books to corporations, associations, schools, the military, etc. How observant are you? Take the test below and find out.

There are 11 human faces in the picture. Can you find them all ?

Normal people find 4 or 5 of them.

If you find 8 of them, you have a extraordinary sense of observation.



**If you find 9 of them, you have a sense of observation
above of the average.**

If you find 10 of them, you are very observer.

If you find 11 of them, you are extremely observer.