



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 9, Issue 2, Number 91 February 2021

**Here is your February 2021 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

**Display your book(s) to
100,000+ international
booksellers, agents and
more. Save with the APSS
discount**

BookExpo has been canceled – forever. *Publishers Weekly* is organizing a new show in replacement of Book Expo called **US Book Show** which will be virtual only, May 26-28, 2021. It is expected to attract more than 100,000 international booksellers, librarians, agents, authors, distributors, and the general publishing industry worldwide. Have your book(s) virtually on display there and save money using your APSS discount.

APSS and Combined Book Exhibit (CBE) have partnered with the US



**And even more exposure... for
up to two years.**

Your book will be included in an online searchable catalog as well as in a digital pdf catalog. In addition, the cover of your book will be included in *Publishers Weekly's* show preview edition and several publishing industry newsletters leading up to and during the fair. The book cover will be linked to your listing in the CBE online catalog with full information about your book. Total reach of the preview issue and newsletters will

Book Show and *Publishers Weekly* to offer a virtual New Title Showcase (NTS). The NTS will be an official exhibit of the US Book Show and have a prominent place in the virtual platform.

Get widespread exposure through *Publishers Weekly*.

It will be heavily promoted by *Publishers Weekly* leading up to the event. Your listing in the NTS will include the cover of your book(s) linked to the CBE online catalog description of your book(s) in *PW*'s Pre-Show edition, plus their newsletters.

exceed 100,000. The CBE online catalog and digital pdf catalog will be available for a period of two years. Registration is now open for printed books, ebooks or a combination. Please go to <http://tinyurl.com/y7bpzgld> to register.

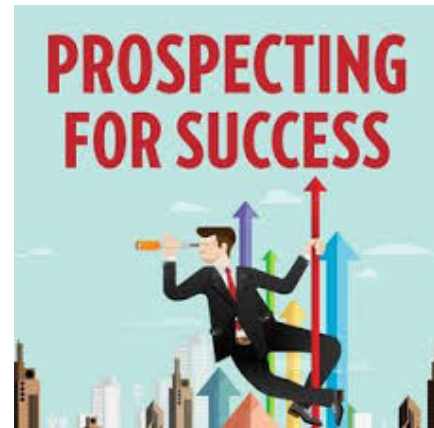
Not an APSS member? See a list of all the membership benefits here: [Association of Publishers for Special Sales - Membership Application \(wildapricot.org\)](http://wildapricot.org) You can join APSS on the same page, or contact BrianJud@bookapss.org

APSS Tip for Finding Potential Non-Bookstore Buyers

Two prospecting success stories from APSS member Linda Mitchell.

"I got my first two non-bookstore sales! My local funeral home is starting off with five copies of my children's book on emotions. Not only did I sell Jim, the owner, on the idea of supporting a local author, I also told him the book would be a nice gift to comfort grieving children. I will autograph the copies, and they will put their stickers on them. Win win! I'm sure Jim and his wife will place another order. I sold them for \$7 each. My cost is \$1.97. A nice little profit (350%)

Second, my young cousin is an up-and-coming real estate agent in Atlanta. She's starting off with buying 10 copies of my book.



I told her that giving this book to families with children who are making the sometimes-difficult transition of moving to a new home will help the kids with their emotions. Her kind and unique gesture will also set her apart from the other real estate agents. I sold her the book for \$4. I think she will reorder as well. Baby steps! I appreciate your guidance so much."

Finally available! Twelve top book-marketing pros tell all, and you can listen to every word.

Get all 7.5 hours (or any one of the 45-minute sessions) of the latest marketing tips and information presented at the 2021 Virtual Book Selling University



On January 28-29 twelve experts conducted ten courses with the latest information on selling your books. 400 people from Australia to England filled more than 1100 “seats.”

All attendees found new ways to profitably publish, publicize, print, protect and market their books in ways and places they never thought of.

Find a description of all the courses and order a recording of any or all of them here <https://bit.ly/2Z2hUar>

Authors Can Improve By Teaching Others

By Brian Feinblum

“Turn right and go down Boston Post Road.” No, that was not my utterance to an uber driver. I was instructing my just-turned-16-year-old son on one of his recent driving lessons.

It has just been about three weeks of Daddy Drivers Ed, and I am happy to report no accidents. He is pretty good but needs some smoothing of the edges. He doesn’t realize what he doesn’t know, thus my wisdom transfer to him is needed. He will still require many hours behind the wheel — under many conditions and settings — but he is traveling down the right path.



It has occurred to me that as I teach him, I learn again. I also remind myself — if my son doesn’t point things out to me when I drive — to always put safety first. The road is no place for ego or being right. It’s about getting from point A to point B without incident.

[See the complete article here](#)



In order for your presentation to be compelling, it must document the truth persuasively. Provide and substantiate the reasons why your content will solve their problems better than any other candidate.

Briefly give your background and support the fact that you have the

APSS Tip for Making Persuasive Sales Presentations

credentials to write your book and make your recommendations. List the two or three major points that will hold the attention of the audience. You want your prospect to focus on your proposal by proving you know their industry, business and customers.



APSS Tip for Negotiating Large-Quantity Order

Every negotiation is different. Each has different objectives, people and budgets, so there is no one path on which you travel toward a successful deal. Negotiating is as much an art as it is a science. Certainly there are things that you should and should not do, but knowing when to do which is the key.

Learn to go with your gut feelings. Listen to your intuition and you may find a different path to reach your objective. When issues seem purely economic, a little creativity can break often open deadlocked deals. For example, if you find yourself at odds over the price issue. Look for a different way to find common ground. You might suggest they pay one fixed amount now and a contingent amount later based on future performance.

APSS Top Ten List

The fiction of prediction. The purpose of a business is to create and deliver sustained value. But the future is unknown and unpredictable, and therefore difficult to accurately predict and plan. Golden opportunities can arise unexpectedly, and strict adherence to a plan may cause you to miss them. This “fog of the future” makes it futile to create an inflexible long-term plan. However, a more malleable strategy may give you the flexibility to grasp advantage as it presents itself. Here are the **Ten Factors to Consider When Executing a Strategy of Active Waiting**.



1.

1. We don't know whether or which changes will

- happen, or how they will interact with other factors until after the fact.
2. The combination of new resources and shifting customer preferences creates possibilities
 3. Golden opportunities are the infrequent occasions when you can create significant value disproportionate to the resources you invest – when several windows of opportunity open simultaneously
 4. The magnitude of an opportunity can shift as whimsically as its creation. You must grab it at the right time.
 5. Entrepreneurs can seek golden opportunities, but cannot predict their precise form, timing or magnitude (i.e., many forces must interact for a large sale of books to occur)
 6. Pursue a strategy of active waiting – preparing for and seizing opportunities (and dealing with threats) as they arise
 7. Keep your mission clear but your vision fuzzy (describe your aspirations in broad terms)
 8. Provide general direction and set objectives, but without prematurely locking your business into a specific course of action
 9. Not overly specific long-term plans, but short- and medium-term flexible priorities (future pull trumps headquarters push)
 10. Rather than dealing with stores that will not buy, distributors that will not take you on, reviewers that will not review your books, take control of your future and make exploratory forays into new markets, remaining alert to anomalies that signal potential opportunities



Five powerful tips to help you write catchy email subject lines

By Stephanie Hall

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www.PitchPublicRelations.com

An email subject line motivates people to open the email. It's as simple as that. Strong subject lines are essential for all emails and are vital for nurture campaigns.

[Read the article here](#)

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

The term *special sales* describes sales opportunities outside of bookstores, and it can be a profitable source of new revenue. In fact, more books are sold to and through non-bookstore outlets than through bookstores every year. And the difference is growing. If you do not seek book sales outside of bookstores you may be missing half of your potential. Or, to look at it from a different perspective, you could double your sales by directing your selling efforts to buyers in non-traditional markets.



The best way to exploit this opportunity is to divide special sales into two segments. One is the retail segment in which you reach buyers in stores through a network of middlemen. The other is non-retail, where you sell directly to buyers in corporations, associations, schools and the armed forces.

You are already familiar with the retail sector because it is identical to the way in which you have been selling to bookstores. You find distributors or wholesalers to get your books into retail outlets where they are sold off the shelf to consumers. Unsold books are subject to being returned, and you are paid in 90 – 120 days. Examples of these retailers include discount stores, warehouse clubs, airport stores, supermarkets, pharmacies, museums, zoos and national parks, gift shops and specialty stores.

The non-retail sector is comprised of buyers who purchase products – including books – to use as tools to sell more of their own products or help their employees, members or students. Corporations, associations, foundations, schools, government agencies and the armed services buy books directly from publishers for use as premiums, incentives, sales promotions, for educational purposes, and sometimes for resale. One factor differentiating this segment from the retail sector is that you sell directly to buyers in these organizations. Additionally, sales are typically made in large quantities, returns are rare and payment is received more quickly from distributors.

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 great piece of sales literature that I send to potential distribution partners, with no



results. Why do you think that is?" **Flora Andreson**

Flora, people at each level of the distribution network have unique reasons for buying your books, and pleas to an incorrect appeal will not motivate them. Create different sell sheets for each segments to show them why it is in their best interest to take on your book. For example, when selling to the buyer at a retail operation you could demonstrate that your superior promotional plan would bring more people into their stores, increasing their inventory turns and profitability. However, an appeal to profitability would not entice a librarian to purchase your book, nor would it persuade a college instructor to buy it as a textbook.



Disruptions. Why Publishers Fail

By Rudy Shur

When I started publishing books on my own, I was young, ambitious, and thought I knew the book industry. Looking back at that time, two out of three wasn't that bad. The more I worked as a small indie publisher, the more I came to realize I had a lot more to learn. One of the things I did back then was to read as many newsletters and magazines that dealt with our industry. I did that not necessarily to learn about how publishers became successful—I never trusted those stories—but rather why publishers failed. The thing about these stories was there was no hype in these articles, only the unvarnished truth about how a company lost control of its operation. I found many of these stories helped me avoid some of the most common pitfalls I didn't know existed.

[Read the complete article here](#)

**Spotlight On An
APSS Chapter President**

Awele ilusanmi -- President of the Nigerian Chapter of the Association of Publishers for Special Sales

Awele ilusanmi is a Nigerian Author, motivational speaker, talent promoter and marketer. She presently resides in Lagos, Nigeria. She is the bestselling Author of the *Talent Success Series*.



She is also the host of the launching program “Launch Paddy” that helps people to launch out their talents successfully, getting financial assistance and teaches Talent Success Secrets.

She is very passionate about teaching and inspiring people to succeed with their talents and make positive impact in their society.

Her first self-published book *Comforting Arms* published in 2004 and it is still impacting lives, giving out encouragement to as many people that need it.

Launch Money, her second book, was published in May 2015. People have been talking about how ideas in the book have helped them to successfully launch out their talents, make money and see the importance of what true talent appreciation is. It is a must read.

Awele ilusanmi is also the President and Founder of Literary Authors Cooperative Multipurpose Society of Nigeria. The Literary Authors Cooperative is the First Cooperative in Nigeria that is created to support Authors Financially with their Literary Projects, to make sure Authors Produce Great Content and distribute it around the World. When Authors don't have money, they experience stagnation and their Projects are forgotten. But with the Literary Authors Cooperative, When we Team Up by the Grace of God, we create the solutions we need.

Awele ilusanmi is also a Member of Association of Nigerian Authors, Lagos, Nigeria. She also serves in the Welfare Committee of Association of Nigeria Authors.



A Quick Way to Publish Better Books

By Brian Jud

Have you ever done something and later regretted having done it? Or wished you could change part of what you did? There is a way you can minimize mistakes in producing and marketing your books. And this one simple step can help you become more profitable. It is not difficult and can even be done for free.

[See the complete article here](#)

Read It And Reap.

**An APSS book recommendation
that can help you and your business
grow.**

Raise the Bar, Change the Game, by Brian Marcel is the story of an entrepreneur. Rarely do you have a biography where personal humanity is intricately interwoven with the business successes and failures that occur when someone takes a road never-before traveled; in this case, through the newly fallen Soviet Union.

