



THE SALES INFORMER

Association of Publishers for Special Sales

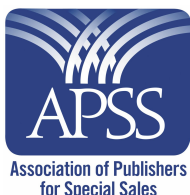
A monthly e-zine dedicated to helping APSS members sell more books
to more buyers, more profitably.

Volume 8, Issue 10, Number 87 October 2020

Here is your October 2020 issue of *The Sales Informer* e-zine. 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



**Two Book-Display
Opportunities:
Northeastern
Political Science
Association and/or
Middle East Studies Association**

The APSS agreement with Association Book Exhibits offers APSS members an opportunity to virtually display your book(s) at the NPSA (**deadline Sep 29**) and/or MESA (**deadline Sep 30**) annual conferences.

The Titles on Display will be posted in the virtual exhibit halls and will remain there through the end of 2020. The fee for APSS members is \$45 per title (\$65 for non-members).

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



**Sell your
book as a
Holiday
Gift – in
the NEW 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 is one book presently in the store (mine) to serve as an example. See it 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 to Kim@bookapss.org. Currently there is no charge for APSS members to place the first title, but \$5 for non-members and for each additional title.

Consider this venture as a test market. If the APSS Bookstore works as planned, we'll keep it open all year long and make

payment arrangements. The display company will need two copies of your book and you will receive the address to which to send them.

it available to the public.

Get Recordings of all the Courses i2020 APSS Virtual Book Marketing Conference

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.



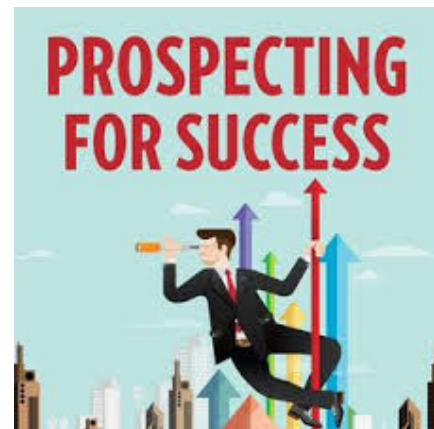
You will also receive the handouts described in them. Individual 45-minute recordings are \$14.95 (\$19.95 for APSS non-members). If you want all 7.5 hours of the most up-to-date tips for making more money, purchase links to recordings of all sessions for \$149 (\$199 for APSS non-members). [Here is a description of the sessions with order form.](#)

APSS Tip for Finding Potential Non-Bookstore Buyers

There are three factors that influence your definition of your customer, and subsequently the future of your business.

Mission. Do you place value on what your books *are* or what they *do* for the people who use your content to meet their needs? That will help you answer the next question, “Why are you in business as a publisher?” Is to make a lot of money, or to help people solve problems (weight loss or money gain), raise better children, prepare better meals or find relaxation and entertainment in an interesting story? The more specifically you define the content you purvey, the fewer customers you will have, but with a larger opportunity for growth.

Focus. At what level of the value chain do you excel? Is it acquisition?



Focus on what you do best and rely on other experts to do their part in your growth and success. Treat your partners as customers instead of suppliers.

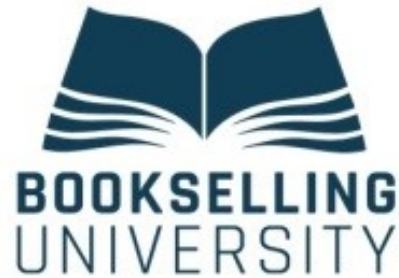
Value. Profit is, of course, valuable to the success of your publishing business. But if your quest for continuous maximum profitability comes at the expense of product quality or relationships, then its value becomes fleeting and perhaps even lethal to long-term growth.

Production? Distribution? Marketing?
Business development?

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](#)

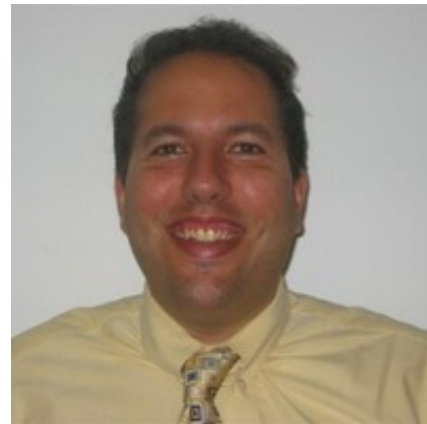


What Would Make Writers Happy?

By Brian Feinblum

It may seem like a dumb question, but every author should ask themselves: What would make me happy?

Notice I did not ask: What makes you happy? All authors need to have goals if they are to achieve more than what they already have. So doing what already makes you happy is fine, but is it enough? What would make you happy?



[See the complete article here](#)



APSS Tip for Making Persuasive Sales Presentations

The goal of your opening statement is to the capture the attention of your audience in a positive way. Briefly tell them what you

Engage your audience immediately with a powerful, relevant opening that includes you as part of the solution. For example, "We have an outstanding opportunity ahead of us, as well as awesome responsibility." Describe what it is -- increasing sales, reducing errors, cutting overhead -- and how you and your book can help your prospect succeed.

Once you conclude your opening statement there is not an abrupt change of pace. Make a smooth transition into the purpose of your

propose to accomplish and how they will benefit, describe the research you have done and why that lead you to this point, and summarize your key points.

An objective of your opening remarks from your perspective is that it gives you a minute to get your butterflies flying in formation. Like the first hit in a football game, you forget your nervousness and focus on the task at hand. You get into your zone, relax and get on with the body of your presentation.



presentation.

APSS Tip for Negotiating Large-Quantity Order

Avoid this Negotiating Trap: Not seeking common ground.

You will run across varied personalities on your path to negotiating large-quantity sales. Some of these people will have a hidden agenda when dealing openly in front of their colleagues, and they may assume a more confrontational behavior. This may result from a desire to perpetuate -- or establish -- a reputation as “playing hardball,” and not compromising easily.

They view a negotiation as a zero-sum pie, i.e. “your gain is my loss.” It’s difficult to work under these conditions because it is politically incorrect to point out another’s irrational bias. Try to manage the tension between *cooperative* actions needed to create value and *competitive* ones needed to claim it. In essence, the pie must be both expanded and divided.

Negotiating large-quantity sales generally involves give-and-take on both sides. You each begin with your initial position, and then compromise gradually until you find a mutually acceptable middle ground.

APSS Top Nine List

9 Steps for Selling Your Book Yourself (By Michael Larson)

1. Make sure your proposal or manuscript is ready to submit.

2. Ask your writing community about their experiences with editors and publishers.

3. Research publishers online, in bookstores and directories, through their catalogs, and on their websites to make a list of editors and publishers.

4. To prepare a list of editors, use directories, acknowledgments in books, and calls to publishers to verify that editors are still there. Email authors and ask them about their experiences with their publishers.

5. Follow publishers' submission guidelines email or snail mail, with a self-addressed, stamped envelope (SASE), a one-page query letter to up to about fifteen editors at a time simultaneously, letting them know you're contacting other editors.



6. Email or snail mail, with a SASE, a multiple submission of your proposal or partial manuscript, following publishers' guidelines and letting editors know that other publishers have it. If the first submission doesn't work, use what you learn from the process to do the next submission. 7. Submit your work, impeccably prepared, in a professional way following publishers' guidelines in directories and on their websites.

8. Research when to expect a response, and if you don't receive one, follow up by phone, email, or snail mail until you do.

9. Get professional help with the contract from writer's organizations, the Web, books, or from an agent or intellectual property attorney at an hourly rate.



5 Practical Security Tips By Jon Schram

On 10/15/20, Jon Schram, president of Purple Guys, presented a webinar to the Kansas City Kansas Chamber of Commerce on keeping small businesses safe from Cyber Criminals. Here are the 5 Practical Tips outlined in the presentation.

[Text Link](#)

A Writer's Rallying Cry: Live to Fight Another Day by Jeff Davidson

In the writing life, we are subject to highs and lows nearly all the time. Things are going well, happiness ensues, and we're not conscious of the time. Things are not going so well, and time slows down. Sometimes it's hard to get started. Or, it can be difficult to know where



to turn next.

[See the complete article here](#)

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

Could a corporation use your book – fiction or non-fiction – as a business gift? Sometimes, the more expensive your book, the better it could serve as an esteemed gift. In today's highly competitive business marketplace, corporate gift-giving can create stronger brand awareness and have tangible, measurable effects on customer acquisition, loyalty and growth. Your book could be a unique promotional item corporations can use to accomplish that.



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)**

***"Can you give me a brief
description of special
sales?" Steven Youngman***

Selling books requires personal selling to the trade or in special markets. There is no difference in the *need* for selling, but there is significant difference in how the selling is done. In the retail sector of special sales – as in the trade – you have to sell your book through wholesalers and distributors. There is not much negotiating since discounts and terms are somewhat pre-determined for you. Similarly, your promotion mix is heavily weighted

Here, marketing requires that you get on the phone or meet personally with buyers at corporations, associations, schools, government agencies or the military to bargain on pricing, shipping and other terms of sale.

For some, that is the bad news. Many authors rarely succeed in special sales because they like to write and they do not like – and therefore do not perform -- personal selling. The good news is that successful negotiating requires little more than listening to what the buyers want and then showing them how your content can meet their needs. Person-to-person negotiation may be an intuitive art, but the *techniques* of negotiation are more scientific. And you can learn them.

Selling is different from negotiating. When you *sell*, you talk about the features



toward publicity, with advertising, sales promotion and personal selling trailing.

Things are much different in the non-retail sector where your promotion mix is heavily weighted toward personal selling, with advertising, sales promotion and publicity receiving less attention.

of your book – its price, discounts for quantity purchases, alterations to the cover or content, and delivery dates. When you *negotiate*, you listen to what the buyers are saying (or not saying) about what they want to buy.



Selling With Certainty – Four Ways to Sell More Books to Corporate Buyers

By Brian Jud

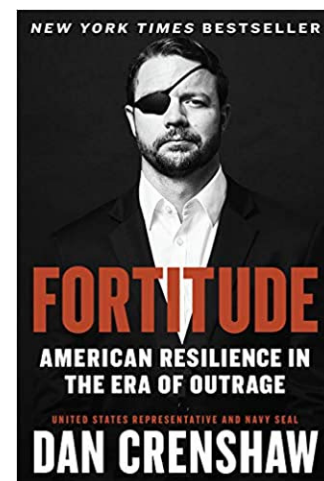
Numerous studies over the years have concluded that people who are certain of their beliefs are more likely to buy, buy sooner and spend more. These findings can help you sell more of your books to corporate buyers.

Viscerally, it makes sense. You are probably more likely to make a purchase if you are confident that you are making the right choice. It is a gut feeling, a sense that you are doing the right thing that makes you comfortable plowing ahead. You can get your buyers to feel the same about you and your book, too. And you can do all that not by using advanced sales techniques, but by being objective, building consensus, reinforcing a positive message, and building your credibility.

[See the complete article here](#)

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

Jordan Peterson's *Twelve Rules for Life* meets Jocko Willink and Leif Babin's *Extreme Ownership* in this tough-love leadership book from a Navy SEAL and rising star in Republican politics. *Fortitude* is a no-nonsense advice book for finding the strength to deal with everything from menial daily frustrations to truly difficult challenges. More than that, it is a roadmap for a more resilient American culture. With meditations on perseverance, failure, and finding much-needed heroes, the book is the antidote for a prevailing "safety culture" of trigger warnings and safe spaces. Interspersed with lessons from history and



psychology is Crenshaw's own story of how an average American kid from the Houston suburbs went from war zones to the halls of Congress -- and managed to navigate his path with a sense of humor and an even greater sense that, no matter what anyone else around us says or does, we are in control of our own destiny.



What's the Big Idea?

The sticky hooked spine of the common burr inspired the man who invented Velcro fasteners. The spinning wing feature of the elm seed served as a model for more efficient helicopters. Bell invented the telephone by imitating the ear. What patterns in nature can you use to develop your idea? Is your content rooted in another context? Where else can you branch out (special sales)? Does your armadillo-like exterior protect you from nay-sayers?