



# 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 11, Number 88 November 2020

Here is your November 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 40 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](mailto:Kim@bookapss.org).

Currently there is no charge for APSS members to place their first title, but \$5 for each additional title. For non-members there is a charge of \$5 to place their first title, and \$10 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>

**Get Recordings of all the  
Courses of the 2020 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.

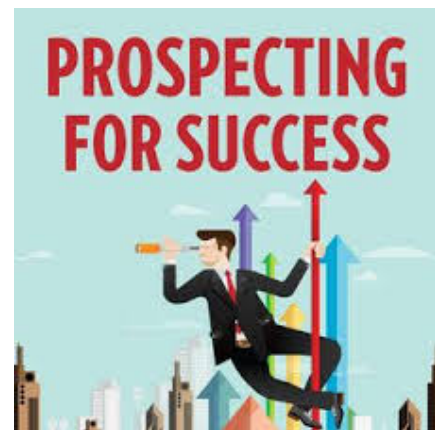


You will also receive the handouts described in them. Individual 45-minute recordings are \$14.95 (\$19.95 for APSS non-members). If you want all 7.5 hours of the most up-to-date tips for making more money, purchase links to recordings of all sessions for \$149 (\$199 for APSS non-members). [Here is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

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## APSS Tip for Finding Potential Non-Bookstore Buyers

Having trouble selling books through bookstores or other retailers? Do you have proper and adequate distribution to them? If so, talk with your distribution partners to discuss how you can communicate better, share market intelligence, or implement more effective promotion campaigns. Expand the segment by looking for related associations with bookstores on their websites. What niche bookstores could your distribution partners contact? Examples of many bookstores by specialty may be found at [http://www.biblio.com/booksellers\\_by\\_specialty.php](http://www.biblio.com/booksellers_by_specialty.php)



## 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](http://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.



## Why Do Authors Commit Publishing Suicide?

By Brian Feinblum

Authors have many reasons to actively promote their books – to generate book sales, increase their brand, help others with their empowering message, to act as a calling card to get paid speaking/consulting gigs, to sell other services/books/products – but they seem to have even more excuses as to why they are not marketing their books – lack of knowledge or skills, little time available, don't believe they need to market, feel awkward to do so. This leads them to one option: outsource their marketing, branding, and promoting – or surely commit publishing suicide. So why do too many authors sit on the sidelines?



[See the complete article here](#)



### APSS Tip for Making Persuasive Sales Presentations

Think of your presentation as a sandwich. The opening and summary are like the bread and the body is the meat of your communication. The opening and summary should be brief and simple.

Your summary gives you the chance to reinforce the central theme and purpose of your presentation, to tell 'em what you told 'em. Briefly reiterate the decision criteria, and then list your key points. A critical element to this step is to repeat the fact that after you discussed each point everyone agreed that it met a decision criteria.



## APSS Tip for Negotiating Large-Quantity Order

**Talk about “what” as much as “how.”** Keep everyone at the table focused on the mutually identified goal. A good idea may surface but may not be feasible to implement. Recognize it as such to give credit to its originator and then re-focus on the goal at hand. Do not allow too many options to be introduced or you will spend too much time discussing them and not getting closer to closing the sale.

If there are two or more people from your company, agree to parameters beforehand so one person does not go too far from your stated purpose. It can be easy to get carried away with positive momentum, but if you keep your objective in mind you establish parameters within which to work.

Negotiating is an information game – those who know how to obtain and use new information perform better than those who stick with what they know; every meeting is different – cannot have a “canned” pitch; build trust and cooperation; create value for the “deal;” mutual satisfaction (not win/lose)

## APSS Top Ten List

Kimo Krogfoss, a philosophy professor living in Hawaii, came up with these rules for living.

1. Tell the truth -- there's less to remember.
2. Speak softly and wear a loud shirt.
3. Goals are deceptive -- the unaimed arrow never misses.
4. He who dies with the most toys -- still dies.
5. Age is relative -- when you are over-the-hill, you pick up speed.
6. There are two ways to be rich -- make more or desire less.
7. Beauty is internal -- looks mean nothing.
8. No rain -- no rainbows.
9. Never judge a day by the weather.
10. The best things in life aren't things.



## Get Endorsements To Sell More Books



## Five Elements of a GREAT Testimonial (and how to get more of them!)

By Sandy Waggett

"Facts tell, stories sell."

It's no huge revelation that reviews and testimonials are important for your business. People seek the opinions of others to make decisions and to validate their own choices. It's human nature.

Reviews and testimonials online offer the social proof your business needs to better convert prospects into clients. Not to mention, it's a ranking factor in Google ... and that's a pretty important combination.

So, what takes a testimonial from good to great?

[Text Link](#)

## Finish Writing That Article by Jeff Davidson

The key to finishing more each day is to decide on what is important to you. If you don't establish your priorities, almost anything can compete for your time. Once you've established your priorities and identified some goals in support of them, what will it take to ensure that you stay on your chosen path? Here are some reinforcement techniques that will help prevent you from straying:



[See the complete article here](#)

## Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

New to Book Selling University – a live course with me. BSU-501: "Lead Generation, Book Sales and Follow Up" is a virtual, one-on-one meeting me. You will spend at least 60



minutes with an expert in selling books in both small and large, non-returnable quantities to corporate buyers. Discover how to sell your book – not just books like yours. You will leave with an understanding of the people who are most likely to buy your books, a list of your top prospects, how to contact them and most important, how to easily repeat the process for long term benefit and growth of your business See it and more at <https://bit.ly/2IAQn55>



## **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](mailto:BrianJud@Bookmarketing.com) and he will answer it here)**



**"I am not aware of any place to sell books other than through bookstores. Where are they?"  
Adam Stone**

Do you wear a watch? Glasses? Earrings? If so, were you thinking about them before you were reminded? The principle of *accommodation* states that we become so comfortable with certain things that we stop paying attention to them. Only when your watch is missing, and you look at your empty wrist, are you reminded about how frequently you consult it.

This principle applies to book marketing. We become so accustomed to one process of publishing a book and submitting it to a trade distributor that it becomes routine. And it pertains to promotion when a press release that seems to work for one occasion or segment is duplicated for all. Sometimes the same message is projected during all media performances, personal presentations and store events. That is not necessarily wrong unless it becomes routine, delivered without passion or promise.

Special-sales opportunities are so ubiquitous that we fail to see them. We become so used to seeing a gift shop, toy store, beauty salon or museum for what they are that we do not think of them for what they could be: potential outlets for book sales. As you become aware of these new opportunities you can develop them into revenue. This entails conducting grassroots market research to discover the best prospects for your books, where they are located and why they would be interested in your

products or services.



## Planning For an Unpredictable Future

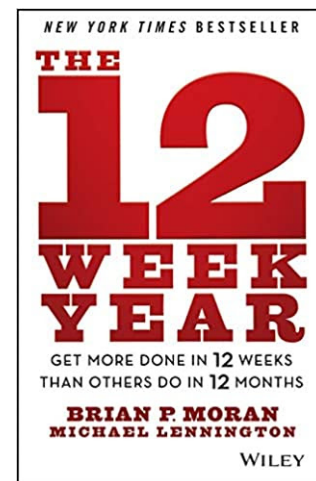
By Brian Jud

At the beginning of 2020 we all set aggressive goals based upon an optimistic view of the coming year. That changed abruptly with the advent of Coronavirus in the first quarter, with the subsequent quarantines and closed businesses. While this year has been a difficult one for making sales, we learned some valuable lessons for succeeding under dire circumstances. The key to survive in the future is to apply those lessons to make your business profitable over the long term.

[See the complete article here](#)

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

*The 12 Week Year: Get More Done in 12 Weeks than Others Do in 12 Months*, by Brian P. Moran & Michael Lennington. The guide to shortening your execution cycle down from one year to twelve weeks. Most organizations and individuals work in the context of annual goals and plans; a twelve-month execution cycle. Instead, *The 12 Week Year* avoids the pitfalls and low productivity of annualized thinking. This book redefines your "year" to be 12 weeks long. In 12 weeks, there just isn't enough time to get complacent, and urgency increases and intensifies. *The 12 Week Year* creates focus and clarity on what matters most and a sense of urgency to do it now. In the end more of the important stuff gets done and the impact on results is profound.



## What's the Big Idea?

Let's face it - English is a crazy language. There is no egg in egg plant, nor ham in ham burger; neither apple nor pine in pineapple. English muffins weren't invented in England or French fries in France. Sweet meats are candies while sweet breads, which aren't sweet are meat. We

take English for granted. But if we explore its paradoxes, we find that quicksand can work slowly, boxing rings are square and a guinea pig is neither from Guinea nor is it a pig.

[See the complete article here](#)