



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 .

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Here is your January 2021 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

The 2021 APSS Free Virtual Book Selling University

January 28-29

Discover tips for selling more books to non-bookstore buyers you never thought of for profits you never dreamed of even in uncertain times. The APSS 2020 Book Selling University was such a huge success we thought we would do it again. And yes, this two-day virtual conference is again **presented to you at no charge**. Learn from new speakers and topics including:

- How to Get Media Attention When No One Knows Who the Hell You Are
- A Panel Discussion About Getting More Publicity in Niche Markets
- Marketing Books in a Covid World: What works - What changes - What New Options



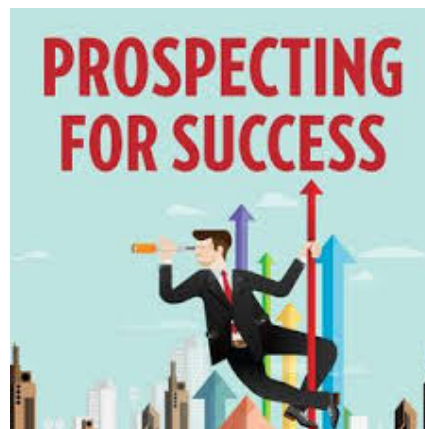
- How to Contact and Get a Reply from Any Prospective Buyer
- Selling More Books During a Pandemic (retail, military, government, homeschooling, etc.)
- How to Get Published
- Seven Ways To Monetize Your Book
- Copyrights, Trademarks and Avoiding Scams and Lawsuits
- How to Create Your Personal Brand

For more information or to register for any or all courses go to: <https://bit.ly/2NtFVVi>

APSS Tip for Finding Potential Non-Bookstore Buyers

Create content for new consumers (Case history by Brian Jud)

When my first title (*Job Search 101*) was published it went head-to-head with hundreds of other books about writing cover letters, creating resumes and participating successfully in interviews. I fought valiantly -- but ultimately unsuccessfully -- with the perennial market leader (*What Color Is Your Parachute*) for several years, making inroads but with steadily reduced profit margins. As the economy worsened, bookstore shelves became saturated with competitive job-search books. Incremental growth through conventional outlets became less profitable so I made a strategic marketing decision to seek growth elsewhere.



I conducted basic research and found two significant opportunities devoid of competition. One was for people who knew all about cover letters, resumes and interviewing but who had been out of work for an extended period with its concomitant erosion of attitude. I wrote *Coping With Unemployment* for them. The other opportunity was for people who had a great attitude and knew all about cover letters, resumes interviewing, but they did not know where to find people to send resumes. For these people I wrote *Help Wanted, Inquire Within*. This described where to find target employers in places other than newspapers and online.

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.



Authors Have Many Reasons To Give Up – But They Shouldn't

By Brian Feinblum

Today, during a 24-hour period of time, more than 4,000 new books will be released for purchase. Tomorrow, same thing. And again the next day. Every single day, weekend, holiday, snow day.... 4,000 more books flood the crowded marketplace, joining millions and millions of books released just in the last few years, as well as a backlist of millions of more books. It is not shocking that an author feels lost at sea, so what can or should an author do when he or she feels like his or her book is ignored by consumers?



[See the complete article here](#)



APSS Tip for Making Persuasive Sales Presentations

The "tell 'em" approach

A time-tested formula in making personal presentations is "Tell' em what you are going to tell' em: Tell' em: Tell 'em what you told' em." When you "Tell' em what you are going to tell' em" in your opening statement, you send a signal as to what you want to accomplish and why. You focus attention on the points you want the audience to comprehend.

In a spoken presentation, the listener, unlike the reader of your proposal, cannot "re-read" a passage not understood. A built-in redundancy is necessary to have your message understood and remembered.

The "tell 'em" formula simultaneously brings and keeps everyone informed on your main topics. If people arrive late they can quickly get up to speed without having you go over previously presented information. It also reminds you to summarize at the end. This approach has stood the test of time because it is simple and it works.



APSS Tip for Negotiating Large-Quantity Order

Find out as much as you can about the other side's *concerns* (do not refer to them as *objections*). Why did the buyer not accept your initial proposal? How far apart are your positions? If close, can you split the difference?

In most complex negotiations, issues are discussed one at a time. You might start by discussing what's presumed to be the most important (for example, price). When you have reached some agreement on price, turn your attention to another concern such as delivery, and then to another such as exclusivity.

On the other hand, when only one issue remains on the table, both sides behave as if it is the most important issue. When you move to the second concern, *it* appears to be the most critical. Often it is better to negotiate multiple issues simultaneously. That is, identify all the issues up front and put everything on the table at the same time. Then go back and forth, perhaps trading one off against the other.

APSS Top Ten List

Changing your company's business model may be the singular most important thing you can do to significantly increase your profits. Amazon.com demonstrated that when they expanded their sales to products other than books. A *Wall Street Journal* article ("Scholastic Graduates to Educational Software,") described a change in the business model for children's book publisher Scholastic Corp. Here are the Top Ten Components of a Business Model:



1. Business Plan (mission, vision, financial, marketing, personnel plans)
2. Key partners (value chain)
3. Key activities
4. Key resources
5. Value proposition

1.

6. Customer relationships (how to get, keep and grow customers)
7. Target segments (for whom are we creating value)
8. Distribution channels (how to reach segments)
9. Cost structure (most/least expensive resources and activities)
10. Revenue streams (what are our pricing strategies per segment)



Three Ways to Get More Website Traffic

Jeniffer Thompson

Are you wondering how to get more traffic to your website and reach more people? These three techniques, that anyone can do, will make a huge impact on your search ranking and get you more visibility.

[Read the article here](#)

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

Retailers (including bookstores) do not sell books. They display products that will make a profit for them every month. If your book does not contribute sufficiently to that profit, it is replaced and returned for full credit. You sprint for 60 – 90 days to meet their expectations, and if successful, for every month thereafter that it is profitable. However, sales to corporate buyers take longer to occur, perhaps even years, but they are larger in quantity and non-returnable. These buyers are willing to invest for long-term profitability. So, non-retail sales are more of a marathon than a sprint, but with no finish line.



Answers to Your Questions About Non-Bookstore Marketing

(If you have a question about selling books to non-bookstore buyer, send it

You say to sell to your prospect's problems. How do I know what they are? Tom Rockerman

Before calling on a potential buyer, learn as much as you can about the company and make a list of the reasons why your content will benefit it. Review its website or if your prospect is nearby, pick up their literature and study it to discover the reasons why your book will help them become more profitable.

One problem common to most businesses is how to increase their sales and profits. A creative tie-in between your title and their product may be the solution. A company that makes cribs may use your children's bedtime story book as a premium.



Or perhaps the character in your book could be licensed for use on a company's line of children's sleepwear. Your travel book might help a luggage company sell more suitcases. Look for tie-ins that may not seem logical at first. For instance, a bank may be interested in your title on home décor to promote its home equity or home-improvement loans.



How to Maintain Your Book-Selling Passion

By Brian Jud

Every year over 1,000,000 ISBNs are assigned to books, but a year later, how many of those authors are still actively marketing them? I would venture to say very few. When initial high expectations and valiant effort result in few sales, most authors quit to pursue other ventures. Their attitudes become exhausted, like a ball dropped on a basketball court. If left unattended, it will bounce lower and lower each time until it finally rolls to a stop. Authors' attitudes fade similarly. Those who do not reinflate their mindsets allow their actions to roll to a stop. Their books are still on Amazon, but the passion behind them is not. If you are in that position, here are three things you can do to reignite the fire you once had.

[See the complete article here](#)

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

