



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 3, Number 92 March 2021

Here is your March 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.

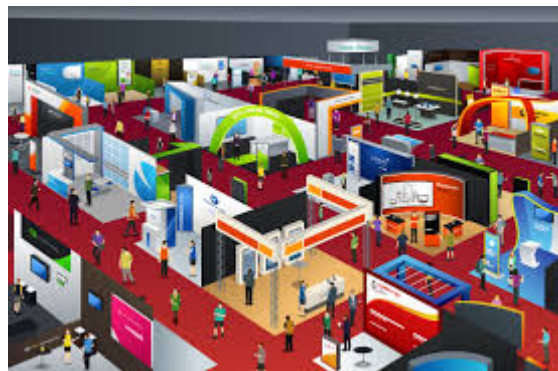
Visit our Website

APSS Update from the Executive Director - Brian Jud

Display your book(s) to thousands of local, national and international booksellers and book buyers. Save with the APSS discount

APSS partners with two display companies to exhibit members' books at appropriate virtual and in-person trade shows locally, nationally and internationally. APSS members receive a significant discount to have their books on display at these events. For your planning purposes, here are some of the upcoming 2021 shows at which you could have your books on display.

Brian Jud posts information about each in his Executive Director's Blog (www.bookapss.org) about one month prior to the deadlines. For more details and registration contact him at brianjud@bookapss.org



Association for Asian American Studies Virtual Conference, April 7-10; deadline is March 16

Midwest Political Science Association, being held virtually April 14-18; deadline is March 30

Latin American Studies Association (LASA) Virtual Conference, May 26 -29; deadline is March 31

Bologna Children's Book Fair; deadline is April 30

US Book Show (Virtual showcase only includes Advertising in Publishers

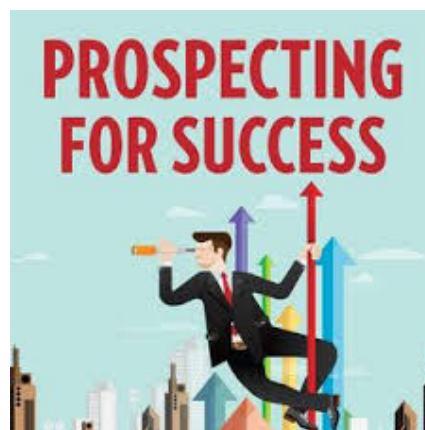
Weekly); deadline is May 01

London Book Fair New Title Showcase;
deadline is May 14

American Library Association Annual
- Option 1 Virtual Showcase includes
Advertising; Option 2 Virtual Showcase +
Free display at NY Lib. Assn; deadline for
either option is June 04

APSS Tip for Finding Potential Non-Bookstore Buyers

A mini case history on special sales: Brian Jud wrote a job-search book and tried to sell it to college students. It was too much for them to read, and \$14.95 was too much to spend. He converted each chapter (prospecting, resumes, cover letters, interviewing, etc.) into a 32-page booklet and sold them to colleges. They paid him \$.50 each if they bought 10,000 or more, and then gave them to the students. Brian's unit cost was about \$.10 when printing 100,000 at a time. He only made \$.40 on each booklet, but a sale to one college was worth about \$4000 to him. Many colleges bought them.



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>

March 8 Was Go Market Your Book Day (Every Day Could Be)

By Brian Feinblum

Authors must make every day National Go Market Your Book Day. Without marketing, a good book dies a silent death.

Okay, so I made this date up, but there are hundreds, no thousands, of honorary days, weeks and months that cover everything from the silly, National Donut Day, to the serious, Breast Cancer Awareness Month. These honorary days – as well as holidays or anniversaries of major events – serve as good excuses for the media to interview you or cover your book, provided you find a bridge to connect your message with what they are giving ink, pixels, and airwaves too.

[Read the complete article here](#)



APSS Tip for Making Persuasive Sales Presentations

Scuttle the rebuttal. If you are planning to write something on a provocative topic or to make a confrontational presentation, try to anticipate criticism. Think about what your detractors might say and present your position before they can critique you. If they get through to you, respond to their negativity rather than react to it defensively. Know your material so you can rebut with facts. Keep an open mind since there may actually be something you can learn from the cynics.

APSS Tip for Negotiating Large-Quantity Order



APSS Member Major Daughter (Anna Mhlambi) sold 2000 copies of her book, *Prophetic Word Bank*, to prisoners. According to her, “Your life is what it is today because of words spoken to you, in years past, by yourself or someone else who was responsible for you. But *The Prophetic Word Bank: Every War Starts with Words*, by Major Daughter, will assist you to change that. You can turn the darkest moments of your life into major victories. Have you allowed your dreams to die because someone has told you that you are not good enough? Don’t give up hope – because you can turn your life around.” She credits the information she has learned from APSS programs, particularly: ***Ten Steps to Greater Sales and Profits***

APSS Top Eleven List

“Everything I need to know, I learned from Noah's Ark”
(Anonymous)



ONE: Don't miss the boat.

TWO: Remember that we are all in the same boat!

THREE: Plan ahead. It wasn't raining when Noah built the Ark.

FOUR: Stay fit. When you're 70 years old, someone may ask you to do something really big.

FIVE: Don't listen to critics; just get on with the job that needs to be done.

SIX: Build your future on high ground.

SEVEN: For safety's sake, travel in pairs.

EIGHT: Speed isn't always an advantage. The snails were on board with the cheetahs.

NINE: When you're stressed, float awhile.

TEN: Remember, the Ark was built by amateurs; the Titanic by professionals.

ELEVEN: No matter the storm, there's always a rainbow waiting.

1.



Timeless Reflections For Authors

By Jeff Davidson

☐ If it ended today, would you be content with the

life you lived?

☐ You can choose to overcome behaviors that no longer support you.

☐ Your actions and perceptions dictate the amount and quality of breathing space you enjoy.

☐ Choices and priorities go hand-in-hand; a priority is a prevalent choice in your life.

☐ Reacting and responding are poor tools with which to gain control of your life.

☐ Choosing to trust yourself is the antidote to relying on time-consuming information crutches.

☐ Acknowledging your current feelings helps release blocked energy and offers a fuller sense of the present.

☐ If you're too busy to have breathing space, you are much too busy.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

"Frozen thinking" is hanging on to a deeply held idea that we no longer question but should, such as selling only through bookstores and ignoring larger sales to non-bookstore buyers. According to *Reader's Digest*, "Dissent can thaw frozen thinking. As difficult as it can sometimes be, talking to people who disagree with you is good for your brain." Join an APSS Mastermind group for a variety of opinions



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)



"Conducting simple market research -- as you suggest -- is easy if you know where to start. Where is that?" Suzanne Volman

The way to find a better mousetrap is to ask people how they would alter their existing one. And if it were changed to their specifications, how many would they buy? Do this by asking incisive questions. You will not

So, the first step is to look for points of similarity among your potential customers. Graduating college seniors have different requirements than do graduating high-school seniors. 55-year-old unemployed white corporate

executives have different needs for information than do 55-year-old blue-collar workers looking for employment. Your opportunity lies in your ability to find out how many people need what information, and the number and content of competitive titles.

**Follow Up To Brian
Feinblum's Article Above in
This Newsletter**

Pets Are Wonderful Month,
National Humor Month
Cancer Control Month
Child Abuse Prevention Month
International Guitar Month
Keep America Beautiful Month
Listening Awareness Month
Mathematics Education Month
National Anxiety Month
National Garden Month
National Home Improvement Month
National Welding Month
Prevention of Cruelty to Animals

Month
National Food Month
Stress Awareness Month
Alcohol Awareness Month
Month of the Young Child
National STD Awareness Month
National Woodworking Month

Spotlight On An APSS Chapter President

Dan Blanchard is the President of the APSS-Connecticut chapter. Dan is a Bestselling and Award-Winning, Author, Speaker, and Educator. TV Host. Two-time Junior Olympian Wrestler and two-time Junior Olympian Wrestling Coach who grew up as a student-athlete.

However, Dan admits that as a youth he was more of an athlete than a student. Dan has now successfully completed fourteen years of college and has earned seven degrees. He teaches Special Education and Social Studies in Connecticut's largest inner-city high school where he was chosen by the AFT-CT as the face and voice of educational reform and is now on the speaking circuit for them. Dan was with the team that put forth Connecticut's new Social Studies Frameworks and is also a member of the Special Education Advisory Board to the Connecticut State Department of Education. In addition, Dan is a Teacher Consultant for the University of Connecticut's Writing Project. Dan is a double veteran of the Army and the Air Force. And there is now a play being written about his life.



Because Dan's students repeatedly asked him to write a book to tell others what he tells them, Dan finally listened and has now authored teen leadership books, *The Storm: How Young Men Become Good Men*, and its sequel, *A Sprint to the Top: How to Win the Game of Life*. He has also written academic books, parenting books, speaking books, authorpreneur books, and a whole bunch more. Finally, Dan writes a dozen columns on things from leadership, teens, education, special education, and parenting.

As an educator, coach, tutor, author, speaker, life coach, columnist, blogger, and parent Dan feels that it is his duty to positively influence our youth every chance that he gets! He lives with his wife, Jennifer, their five children, and the family dog in Connecticut.

Getting Agreement Among Multiple Decision Makers

By Brian Jud



When you sell a few hundred books to a prospective customer, the decision is usually made quickly, by one or two people. You might close the sale with a handshake and purchase order after a few meetings. But the process changes when you propose the sale of tens of thousands of your books to corporate buyers. These decisions are scrutinized at higher levels since the results can make or break careers

[See the complete article here](#)

Read It And Reap.

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

Profit First: Transform Your Business from a Cash-Eating Monster to a Money-Making Machine Hardcover, by Mike Michalowicz. Author of cult classics *The Pumpkin Plan* and *The Toilet Paper Entrepreneur* offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: Sales - Expenses = Profit. The problem is, businesses are run by humans, and humans aren't always logical. Serial entrepreneur Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: Sales - Profit = Expenses. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows.

