



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 August 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 at the 2021 Nigeria International Book Fair

Awele ilusanmi



(Aweleilusanmi@bookapss.org) is President of the APSS Nigerian Chapter. She recently exhibited her books -- and APSS -- at the 2021 Nigeria International Book Fair. Awele 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*.

Free, virtual events in August for APSS members

August 16 (6:30 pm ET): Writing a Short Story: Catching the Wave, by Trevann Rogers. In this

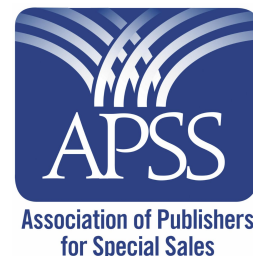
August 18 (6:30 pm ET): "How To Sell Books To The Gift And Outdoor Markets," by

David LeGere, a publishing professional with fourteen years of experience in the US, specializing in the trade nonfiction, gift, and outdoor markets. The link to attend is

<https://zoom.us/j/3671572517>

August 21 (10:30 am ET): Painless Marketing Tips for Authors," by Jim Alkon, Editorial Director, Booktrib.

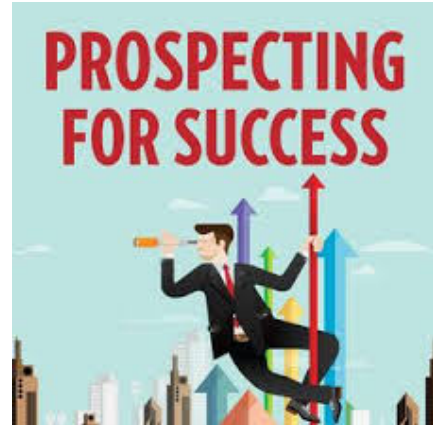
This session will help authors match budgets, marketing elements and expectations, and provide some ideas of options and opportunities that might help them get a marketing lift. The link to attend is; **<https://us02web.zoom.us/j/6762224705>**



workshop, participants will learn the fundamentals of short story writing. The link to attend is <https://us02web.zoom.us/j/6762224705>

APSS Tip for Finding Potential Non-Bookstore Buyers

Companies in search of new reserves of oil and natural gas conduct years of research to find potential deposits. Only when they are reasonably assured of success do they drill wells, and they only drill where those resources are most likely to be found. Follow their example by looking for potential buyers where they are most likely to be found. In sales terminology that is called prospecting – the process of finding the people in each segment, firm or organization who are most likely to purchase your book in large quantities.



Should You Market Your Book Like A Scammer?

By Brian Feinblum

Here is a thought: To be successful at book marketing, follow the lead of scammers and spammers. Now, I am not encouraging you to lie, cheat, or steal. Do not break any laws or act unethically. But we can admire the successful traits of those who seek to rob us. They:



[Read the entire article here](#)

Most book publicists, distributors and retailers will not even consider taking on a client or book without a marketing plan.



They advise publishers to “describe your promotional plans and tell what your budget is for advertising, direct mail, personal presentations, tours or any other activities you intend to perform.” This plan and your cover are the two most important parts of your proposal. A weak book with a strong promotional campaign will almost always outsell a well-written book that is not promoted heavily.



APSS Tip for Negotiating Large-Quantity Order

What if you could wave a magic wand? What would you want to accomplish? These are excellent questions to use when negotiating a large book sale. They are broad enough to let your prospect talk about overall or long-term objectives before getting down to the current needs. The sales manager wants to increase sales, and the marketing manager may want to introduce a new product into a new market. The Human Resources manager may want to increase employee productivity or safety. Each requires a different tactic in your initial contact, proposal and presentation. What magic can you conjure to get the order?

APSS Top Ten List

Ten Types of Innovation

1. Business model – how your company makes money
2. Networking – working with distribution partners to make your offering distinctive
3. Performing capabilities you typically buy from others (or vice versa)
4. Proprietary process that adds value
5. Product performance – does your content deliver on your promise?
6. Service performance – does your service meet customers’ needs?
7. The extended system surrounding an offering (consulting, seminars)
8. Communicating benefits to potential customers
9. Creating an integrated customer experience



(content and delivery)

10. Branding – how does the marketplace perceive and value what you have to offer



Using Reader Magnets in Book Marketing

By Jeniffer Thompson

You may not be familiar with the term reader magnet, but you're probably familiar with their use in practice. Using reader magnets is another way of marketing your book, (or yourself) by offering an incentive to your readers—the glorious carrot! Below you can learn...

[Read the entire article here](#)

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

If you get a voice-mail message or email from someone you don't know, what do you do? Ignore or delete it? Company buyers do the same when you contact them – if they have never heard of you. Develop an awareness of you and your content (networking, publicity, direct marketing, referrals) before you contact buyers. They will be more likely to respond to your call or email.



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)

Should I feel bad if all my reviews are not five stars?
Norm Rockerman

When a 4 is better than a 5 in an



Participants were shown the most recent review, which in some cases

online review? “If you’re selling a product, which would you prefer: a glowing five-star review or a moderately positive four-star one? It turns out that the four-star review can sometimes be more persuasive. What matters most is whether the review deviates from the crowd. Daniella Kupor, assistant professor of marketing at Boston University’s Questrom School of Business, gave volunteers a chance to buy a product with a slew of five-star reviews.

was another five-star write-up, and in others was a more moderate rating of four out of five. The moderate review persuaded 19% more people to buy. “We found that when people saw the four-star review, they thought that the reviewer was more thoughtful and that the reviewer’s evaluation was more accurate,” says Prof. Kupor. As a result, they were more interested in trying the product.”



Special Marketing Periods in October

Adopt A Pet Month

Auto Battery Safety Month

Campaign for Healthier Babies Month

Computer Learning Month

Consumer Information Month

Cookbook Month

Country Music Month

Crime Prevention Month

Domestic Violence Month

Energy Awareness Month

Contact the media now to get on the air if your content addresses one of these topics



Seven Secrets for Successfully Selling Books

By Brian Jud

The trek to special-sales success can be long, arduous and frustrating – but at the same time personally rewarding and profitable. Through it all, a strong and determined attitude can serve as the GPS on your path to success. There are several basic axioms in book marketing in general (and special sales in particular) that may have a negative impact on your attitude. Know in advance that these are going to occur, and the negative impact on your

attitude may be reduced.

[See the complete article here](#)

Read It And Reap

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

Of the many challenges successful entrepreneurs and business leaders face, none may be as damaging or difficult to conquer as silencing their worst critics - their own negative nagging inner voices. In *Overcoming the Impostor*, Kris Kelso breaks down how founders and leaders can recognize impostor syndrome in their own lives. He gives practical ideas for silencing their inner critics and offers attainable solutions for effectively overcoming and defeating The book gives entrepreneurs and leaders a practical look at impostor syndrome, leadership consultant Kris Kelso explores that inner voice that downplays our own accomplishments while amplifying those of others. Kris gives readers powerful tools needed to expose *The Impostor's* methods and emerge as more effective and confident leaders.

