



# THE SALES INFORMER

Association of Publishers for Special Sales

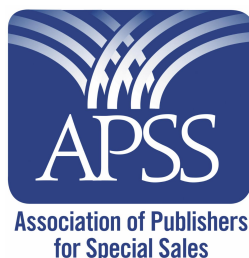
**A monthly e-zine dedicated to helping APSS members sell more books to more buyers, more profitably.**

**Volume 9, Issue 12, Number 101 December 2021**

**Here is your December 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

## **Do your Holiday book shopping in the APSS Bookstore**



The APSS Holiday Bookstore was a great success last Christmas so we decided to keep it going again this year. The APSS Bookstore was created to make it easy for you to buy other APSS members' books – and for them to buy yours. Now they can be available to everyone! See over 80 books in the store 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 the first title, but \$5 for each additional title.

To Your Success,  
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## **APSS Tip for Finding Potential Non-Bookstore Buyers**

In a nutshell, defining your target

customers means identifying the specific characteristics of the people or businesses who you believe are most likely to buy your product or service. These characteristics are sometimes called a demographic profile. Common characteristics used to classify customers include:

- Age
- Gender
- Income level
- Buying habits
- Occupation or industry
- Marital status
- Family status (children or not)
- Geographic location
- Ethnic group
- Political affiliations or leanings, and
- Hobbies and interests



Create a customer profile. Use these criteria to draw a profile of your most promising potential customers -- those who have a real need or desire for your products or services. A maternity store specializing in professional wear, for example, may identify its target customers as 25- to 40-year-old pregnant, married women in the legal, financial, and real estate industries, within a ten-mile radius of the store. A bike shop with a focus on single-track mountain biking gear might define its target customers as 18- to 25-year-old single males living within two miles of the local university.

## **21 Free Ways to Promote Your Book**

**By Brian Feinblum**

A smart book marketing plan will involve things that are free, stuff you can do yourself and with a minor cost associated with it, and things you'll need to outsource to a pro. Today we'll talk about what can be done for free that could be helpful to any author marketing his or her book and brand.



[Read more here](#)

Do your homework before presenting to buyers. Retailers sell your book off their shelves.



Your content is important, but your cover design and promotion are critical to the sale.

It is almost the opposite when selling to corporate buyers where content is king. Of course, you should have an attractive cover design and your promotion can help the salesperson get in the door. But it is your content – and how it can help the buyers reach their goals -- that makes the sale. They want to know how your material can make more money for their companies or improve their employees' morale or productivity.



### **APSS Tip for Negotiating Large-Quantity Order**

When negotiating a sale, you are by definition a salesperson. But do not think of it as an adversarial position. You are allies working toward a mutually beneficial result that is currently unknown. The negotiating process is simply a discussion of the issues until that result becomes obvious.

People buy a product because they 1) understand the benefits of obtaining it, and 2) they feel they have reached their conclusion without being manipulated. Buyers want to be part of the process of solving their problems, and they do not want solutions imposed upon them.

Successful negotiating is the process of building credibility, trust and relationships. Those conditions do not occur when either side feels they have been manipulated. Therefore, you do not have to be a trained negotiator to be successful. You simply need a desire to help people, a passion for your book and the willingness to listen to and understand others.

### **APSS Top Ten List**

Agency (DARPA) has proven to be a productive and creative think tank. It developed the Internet and the GPS network, among many other innovations. Here (from the *Harvard Business Review*) are the **Top Ten Lessons About Innovation from DARPA's Success.**



1. Create a team with individuals from outside the organization for a fresh perspective
2. Give the team autonomy in selecting and running projects
3. Have an ambitious goal to solve a real-world problem or create new opportunities
4. Have deadlines that intensify and focus your effort
5. Understand that the best way to prevent competitive surprise is to create it
6. Set guidelines and parameters that maintain attention on the team's mission
7. Have an exit strategy within a reasonable time period (three to five years out)
8. Apply basic research on a project with a commercial application of practical importance
9. Uncover and address a consumer need that existing products do not meet
10. Allow the original goal to be overtaken by the discovery of a more practical and profitable direction



## 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! Now you can learn about reader magnets, and when and how you can use them to sell more books and earn more fans.

[Read the entire article here](#)

## Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

When negotiating large-quantity sales to a corporate buyer you will be dealing with people who intend to



spend their careers working for companies. Their professional development requires that they make good decisions, based on facts and research that lead to the long-term success of their employers. The people with whom you will likely deal have bosses that must be convinced of the viability of your proposal.

Negotiating is the act of getting all the facts on the table and then discussing them without confrontation. Do not come into the event with the need to defend your proposal, or to make it with a take-it-or-leave-it attitude. Be willing to let others add their nuances to the developing campaign so they become part of the solution, too. If you lead this discussion properly the numbers become secondary to the relationships you develop as the presentation unfolds.

## **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)**

**"It appears as if more and more local events are occurring. Are these generally good places to sell books?" Loretta Warren**

Selling books at local events such as craft fairs, gift shows and Holiday celebrations can help you make some money as it provides additional benefits. Here are several reasons you might want to attend these events.

- You can sell personally autographed books on a non-returnable basis at full price
- If you sell 50 books, each at \$14.95, you will take home about \$750 for the day
- You may find the networking beneficial. I know of people who



- Regular sales at local events give you a rewarding sense of momentum and activity while working toward long-term, larger sales.
- As appropriate, have event planners buy and use your book as a premium -- an incentive to attend ("The first 500 people to attend get a free ...")
- Some books (fiction, poetry, memoirs) are not destined for large corporate sales, but can sell well at local events.
- Authors may also participate in

made contacts at local events that led to large-quantity corporate sales and media appearances

- Get increased exposure. Some events expect 5,000 or more attendees
- Display your books with other authors to share the costs and have a fun time

the event as a speaker, generating more exposure and sales

There are numerous local festivals, expos, showcases and bazaars that offer authors excellent opportunities to sell books, network and have an enjoyable day or two outdoors. Here is a list of local events in the United States:

<http://www.artsraftshowbusiness.com/>

Click on your state to find nearby events and ask some of your local authors to join you there.



## Special Marketing Periods in February

American Heart Month  
Bake For Family Fun Month  
Black History Month  
Boost Your Self Esteem Month  
Expert Success Month  
International Friendship Month  
National Bird Feeding Month  
National Cat Health Month  
National Cherry Month  
National Children's Dental Health Month  
National Hobby Month  
National Snack Food Month  
National Weddings Month  
National Weddings Month  
Plant the Seeds of Greatness Month  
Random Acts of Kindness Month  
Responsible Pet Owners Month  
Snack Food Month  
Valentine's Day  
Wise Health Consumer Month  
Women's Heart Health Month

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

**Take the "Junk"  
Out of Direct Mail**



**By Brian Jud**

Direct mail has been given a bad reputation because of overuse and poorly designed mailing pieces. People tend to perceive direct mail as junk mail, and its Internet equivalent as spam.

However, when you have a finite, identifiable group of people who are potential customers for your books, direct mail may be the most effective and efficient marketing tool you can use to reach them. It gives you control of the timing, delivery and content of your promotion, a pre-determined fixed cost and the means to forecast and measure the return on your marketing investment.

[See the complete article here](#)

## **Read It and Reap**

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

*Your Pocket Life Coach*, by Carole Gaskel. You can transform your life step by step in just 10 minutes a day with this powerful little coaching book full of great questions, fun quizzes, practical tips, and doable assignments.

