



THE SALES INFORMER

Association of Publishers for Special Sales

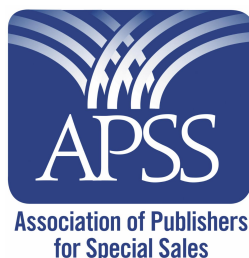
A monthly e-zine dedicated to helping APSS members sell more books to more buyers, more profitably.

Volume 10, Issue 1, Number 102 January 2022

Here is your January 2022 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](#)

Book Cover Design Award Contest!



APSS members have access to a book cover design awards competition that will take place every month -- with one winner every month. Judges will review and evaluate each submitted cover design and provide feedback on all designs. This will help you learn how to design effective book covers in order to market your book more effectively!

Although this competition is primarily of a competitive nature, it is also meant to be educational because we will try to offer as much guidance as possible in our short comments. We will do our best with our comments and suggestions to help you better understand what design concepts work -- and what design concepts to improve -- in each cover design.

When submitting to this book cover design award contest keep in mind that your submission will be evaluated on multiple dimensions. The criteria we look for in each cover submitted are: composition -- how the graphic works on the cover, use of fonts, quality of illustration or photo and placement on the cover, and how much the cover design is tailored to the target audience.

Judge's comments will give you a guide and inspiration. Our submission entry fee is free!

Remember, a good book cover design is the best marketing tool you have to sell your book. Let us help you produce an award-winning cover for your book to boost your sales!

Submit your cover designs here:

APSS invites all authors, self-publishers, publishers, and designers to submit their works to this book cover design award contest.

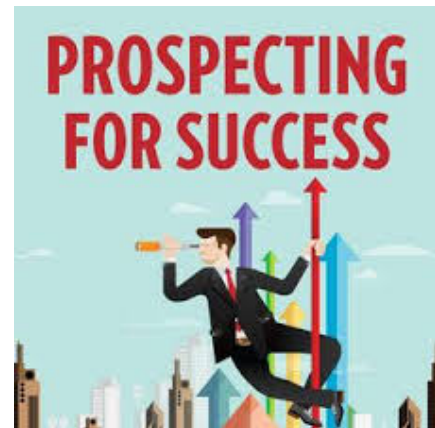
This Book Cover Design Award is not just an award, it is the indicator of quality and perfection in design. Winning our Award is a certificate of excellence for designers and proof of quality for authors. Winners of this Award will reap the benefits of having an eye-catching book cover design that captures the attention of their target audience.

<https://www.nessgraphica.com/book-cover-design-awards-submissions/>

To Your Success,
Brian Jud
Executive Director, APSS
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APSS Tip for Finding Potential Non-Bookstore Buyers

Market segmentation helps you sell your book where interested, prospective buyers congregate in special markets. This may save you from wasting time, effort and money – all valuable commodities to the independent publisher. To visualize this concept, draw a large circle, representing the total non-bookstore market for your book. Inside that circle draw other circles for each of the markets segments in which you could compete. The size of each should depict the relative opportunity for that segment (the larger the circle the greater its potential for sales).



For example, if you have a children's book, divide your overall market into groups such as PTOs, home schooling, military schools, daycare centers, mom's groups, zoos, retailers and children's hospitals. Then persuade buyers in each to purchase for the reasons that are important to them. Don't try to sell your book to everybody at once. Instead, know that you can win big by thinking small.

Must Authors Be Ready to Speak Again?

By Brian Feinblum

One thing that the pandemic has done

in the last two years is mute authors from speaking in-person. Almost non-existent are bookstore signings, library appearances, and public gatherings at conventions, seminars, conferences, workshops, and book fairs. These have been driving forces to push book sales and agendas. Though silenced for now, they will rise out of hibernation in 2022. Are authors ready to hit the road?



Authors have always had to overcome these challenges;

[Read more here](#)



Buying decisions are made on emotional and rational criteria. You can simply show up at a meeting and spontaneously tell people about your book and answer their questions. Doing so makes rational points but the result is you will not sell many books.

Your presentation must connect with people emotionally. Prepare for each presentation so your prospects feel that their order is important to you. Demonstrate that you are a professional businessperson come to deal with other professional businesspeople on equal footing to consummate an important deal.



APSS Tip for Negotiating Large-Quantity Order

Is there any way to change the terms you bring to the table that could improve your objective?

What if a buyer requests that you purchase a costly product-liability policy? If you are familiar with the terms of your current policy you may describe them as adequate, making it unnecessary to purchase additional coverage.

What is your final best outcome?
Focus on your objective and keep

Unanticipated discussions may surface during the negotiation. One of the participants may get a brainstorm and say, “What if we... ?” Then the dialogue revolves around that unforeseen topic. It is impossible to know all these diversions in advance, but you can think about the general circumstances within which you will deal.

Can you remove or alter any constraint that makes your objective unattainable? You could be blind-sided with a stipulation that you pay a penalty for late delivery. But if you know in advance that your printer can easily make the intended date, you can catch your prospect off guard and regain the momentum when you reply, “Actually, I’ll pay you a higher penalty for late delivery, if you pay me a bonus for early delivery.”

your best interests in mind. The more you know beforehand about the people, the process, your costs and operations, the more likely you will discuss terms on the spot, resulting in the best negotiated outcome.

Good long-term relationships depend on win-win solutions. That means the final deal must be equitable for both sides. Do not give away too much. Focus on your bottom line and what you are – and are not – willing to negotiate to reach it.

APSS Top Ten List

Making a large, non-returnable book sale to corporate buyers usually requires that you make a formal sales presentation to one or more people. The larger the sale the more people involved with the decision. Murphy’s Law is alive and well in the special-sales arena, and to prevail you must have the flexibility to deal with a variety of unexpected circumstances. Here is a list of **The Top Ten Things You Should be Prepared to Deal With When Making Sales Presentations.**



1. Your presentation is postponed, generally at the last minute (reschedule as quickly as possible)
2. A major decision maker cannot attend or must leave early due to another commitment
3. People go off on a tangent, taking the conversation with them
4. You allotted time is reduced
5. You are not given sufficient time to prepare (Your prospect says, *Can you meet with my boss later today?*)
6. Your audio/visual aids do not work properly
7. Disruptions occur (people congregate outside your meeting room; assistant interrupts; cell phones ring)
8. Conditions beyond your control force you to be

- late (traffic or delayed flight)
9. Change in meeting room (can be too small or not suited to your plans)
 10. Prospects may become belligerent, or delight in playing Devil's Advocate



2022 Personal Branding and Marketing Success: Your Roadmap

By Jeniffer Thompson

I don't know about you, but despite things not being totally back to normal (whatever that was), I'm feeling inspired and hopeful about my plans and goals for this year. I feel pretty proud of what I've accomplished and the growth my company, Monkey C Media has achieved in the last year. But I want to go even bigger this year! I want you to as well. That's why I felt compelled to create this post as your roadmap to your 2022 personal branding and marketing success!

[Read the entire article here](#)

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

Make your appearance at a special-sales outlet an event, not a signing. You can perform at corporations, hospitals, schools, warehouse clubs, zoos, libraries, airport stores, state fairs, military exchanges and supermarkets – anywhere your books are being sold. Maximize your results at each by making your presentations come alive.



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)

**"I recently attended a gift show -
- in person! I didn't feel too
productive standing at my table
all day. Any tips for working an
in-person event?" Kyle Taylor**

Kyle: Take time to walk the floor during a show, even if you have nothing to sell to others. Network, make new friends, look for new trends and ideas. Study other exhibits to get ideas for next year's display. What caught your eye? What sales-promotional items seemed to be well received by the attendees? Listen to their presentations for ideas you can incorporate into yours. Collect their literature and samples to review later.

Take plenty of business cards with you and give them out generously. You might even hand-write a quick note on it before handing it to people, reminding them later of your conversation.



Special Marketing Periods in March

**National Nutrition Month
National Talk with Your Teen
About Sex Month
National Caffeine Awareness
Month
National Craft Month
National Frozen Food Month
National Nutrition Month**

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

Ten Ways to Stand Out From All the Other Books

By Brian Jud



There are too many “good enough” books published by unknown authors every year for one to stand out and become a bona fide hit without adequate marketing. The world does not care that you wrote and published a book. Make yours stand above the crowd so people take notice, and that could take years of consistent, strategic marketing. Fortunately, there are ten marketing functions that if followed can significantly decrease the length of time it takes to reach the tipping point. They all start with the letter C as a mnemonic to help you remember them. Here are the Ten Cs of Successful Book Marketing.

[See the complete article here](#)

Read It and Reap

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

Dream Big: Know What You Want, Why You Want It, and What You're Going to Do About It, by Bob Goff. “As we kick off 2022 I highly recommend reading Bob Goff’s latest book, *Dream Big*. The world is still a bit crazy and Bob does an amazing job walking you through a self-discovery process to figure out what you really want from life, why you want it and what steps you can take to get it. *Dream Big* is full of great stories, thought provoking questions and practical action steps. It is a great way to re-center your life and priorities to make 2021 an incredible year!”

