



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 4, Number 93 April 2021

Here is your April 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

The APSS April Take-Out Marketing Menu (with free home delivery)

April 17 at 10:30 am ET: Hybrid Publishing: What It Is, What It Isn't, And How To Decide It's Right For You, by Sharon Duckett. The link to attend is <https://uso2web.zoom.us/j/6762224705>

April 19 at 6:30 pm ET, Nancy Butler will present Book Marketing for 2021 and Beyond. The link to attend is <https://uso2web.zoom.us/j/6762224705>

April 22 at 6:30 pm ET: How to Monetize Your Message: 5 Steps to Book-Selling Success. Speakers



Topics they will discuss include:

- The basics of marketing your book
- How to leverage media
- How to book paid speaking engagements
- The value of creating workshops around your expertise
- How to sell your books in bulk
- How to create a mindset of success
- Top 5 strategies to turn your book/message into a business

are Rocky & Cheryl Detwiler. Topics they will discuss include:

The link to attend is <https://zoom.us/j/3671572517>

To learn more about APSS go to www.bookapss.org or contact brianjud@bookapss.org

To Your Success,
Brian Jud
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Display your book(s) to 100,000+ international booksellers, agents and more. Save with the APSS discount (May 1 deadline)

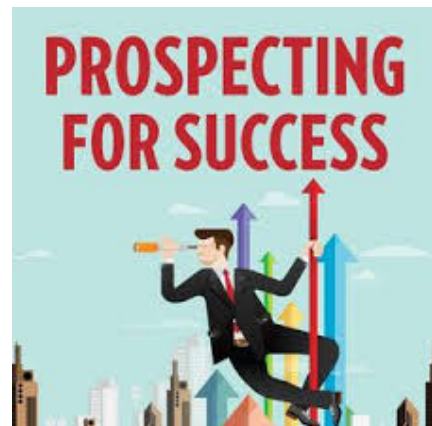
BookExpo has been canceled – forever. *Publishers Weekly* is organizing a new show to replace Book Expo called US Book Show which will be virtual only, May 26-28, 2021. It is expected to attract more than 100,000 international booksellers, librarians, agents, authors, distributors, and the general publishing industry worldwide. You can have your book(s) virtually on display there and save money using your APSS discount.

[For more info or to register](#)

APSS Tip for Finding Potential Non-Bookstore Buyers

Take another look at how you define your target customer and your overall business idea. If necessary, make changes to your target market or niche in order to make the most of an unmet demand in the market.

This cycle shouldn't end when your business gets going. Learning about your market and adjusting your business plan



accordingly is an ongoing process -- indeed, it is the heart of successfully running a business. Smart business owners constantly monitor market conditions and make adjustments to their businesses in order to stay profitable.

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>

Authors: Don't Say No So Fast

By Brian Feinblum

Authors are unusually gun shy about pulling the trigger on doing or paying for publicity and marketing. Folks, learn a lesson from me about why we should not be so afraid or negative about taking a chance on something new to us.



[Read the complete article here](#)

Enhance your message. Do you recall the axiom, “A picture is worth 1000 words?” That can be particularly true when applied to sales presentations. Sometimes words are not enough to get your point across. Or using too many words will dilute your impact. For



APSS Tip for Making Persuasive Sales Presentations

There are certainly many reasons why visual aids should be used. In general, they can make a verbal presentation more interesting and memorable. Here is one of the benefits that may accrue when visual aids are used properly:

instance, if you are trying to describe your target audience, a list of demographic issues will not make a memorable image. But a photograph of your target consumer could make a greater impact.

In addition, some people process information better visually. The more varied your delivery the more likely you are to reach people on their terms.



APSS Tip for Negotiating Large-Quantity Order

The sales process evolves. It is not predetermined and requires constant attention to the circumstances at hand. You prepare as much as possible, knowing all the alternatives and possibilities that you can at that time. But during the process new information comes up. Other opinions and ideas are added to the mix. Add the new information to the old and devise a different path to your goal.

This requires that you to focus on the present moment. Listen, process and evaluate the new information in real time and come up with options. Concentrate on what is being said, reading the attending body language to evaluate its relevance and capitalize on key market opportunities.

As you incorporate others' ideas into a new formula for success, the contributors become part of the solution. It is now their idea moving forward and it will be hard for them to disagree with the outcome. Focus all your attention on the discussion in play and you could be rewarded with the "Aha" moment that will turn the tide in your favor.

APSS Top Ten List

Business markets are very different from consumer markets. In consumer markets large numbers of

buyers have similar wants, and transactions are usually small in value. The selling process is short and books are usually sold-off-the-shelf and may be returned. A formal distribution system channels books through the retailers. Here are the **Top Ten Differences of Selling Books to Business (B2B) Buyers.**



1. A business market has fewer customers and transactions tend to be larger, with no returns
2. Books are usually customized
3. The price is negotiated and payments are typically made in 30 days
4. The selling process is long and complex, requiring that you find, qualify and prioritize potential customers
5. The target of the sales pitch is not the ultimate consumer
6. Books are purchased not for resale, but to solve the companies' problem (each customer purchases your books for a different reason)
7. A segment may consist of one buyer
8. There are no distributors to do the selling for you – the publisher does the prospecting and selling
9. Follow up is required to make sure the order was delivered properly and to tee up the re-order
10. You can be creative when selling and the product form is a variable

1.



The Writer's Life: Do Less, Be More

By Jeff Davidson

Virtually every author maintains some type of to-do, list whether it's as simple as a few notes on a page or a comprehensive electronic system. To-do lists, as virtually everyone knows, have high utility – the items on the list are constant reminders as to what we want or choose to get done.

[Read the entire article here](#)

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

Don't overlook hidden solutions. "Only the most foolish of mice with hide in a cat's ear," says Scott Love, "but only the wisest of cats would think to look there." What are you overlooking? What resources and solutions are right in front of

you? Could it be to sell your books through supermarkets and discount stores? Or to buyers in corporations, associations, schools and the military?



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)

"What can I do now so my book sales take off when this pandemic is over?" Alice Morgan

Here is a brief list of actions you could take now for impact in 30 or more days: define and segment your target readers (and think of others), if your content is anything to do with homebound-family activities contact the media, upgrade your website, continue social networking, develop a marketing plan for what you can do when this is over, calculate a revised budget, create a blog, contact book clubs and catalogs (with 6-month lead times), contact celebrities for endorsements, create a book trailer, contact magazines with 90-day lead-times, prepare sales-promotional



items (pens, pads, coffee mugs, etc.), send books to reviewers, apply to award competitions, contribute to online discussion forums, find potential buyers in non-bookstore markets (retail and non-retail), develop affiliate-marketing relationships, establish links to/from your website, plan a mobile marketing campaign, contact magazines about serial rights or providing excerpts. Do these stimulate more ideas?

Special Marketing Periods in

May 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

May

Each month has its unique list of holidays and special marketing periods. If you have content on one of these topics, contact the media now to get on the air to talk about it. May is...

Breathe Easy Month
 Clean Air Month
 Correct Posture Month
 Date Your Mate Month
 Family Support Month
 Flower Month
 American Bike Month
 National High Blood Pressure Month
 Nat'l Physical Fitness & Sports Month
 Older Americans Month
 Touring Theatre Month
 National Barbeque Month
 Senior Citizens Month
 Stroke Awareness Month
 Family Support Month
 National Senior Travel Month
 National Hamburger Month
 National Salsa Month



How Single-Title Authors Can Create Multi-Book Campaigns

By Brian Jud

Authors may become discouraged after trying to sell their book to non-retail buyers in corporations, associations, etc. In many cases they are making the sale more difficult than necessary. Selling to a prospective buyer with one book and an implied “take it (your book) or leave it” offer generally results in “leave it.” However, if you go to the buyer with multiple alternatives your chances of getting the sale increase significantly. But how can a single-title author do that? Read on.

[See the complete article here](#)

Read It And Reap

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

The Power of Bad: How the Negativity Effect Rules Us and How We Can Rule It, by John Tierney and Roy F. Baumeister. Why are we devastated by a word of criticism even when it's mixed with lavish praise? Because our brains are wired to focus on the bad. This negativity effect explains things great and small: why countries blunder into disastrous wars, why couples divorce, why people flub job interviews, how schools fail students, why football coaches stupidly punt on fourth down. All day long, the power of bad governs people's moods, drives marketing campaigns, and dominates news and politics.

Eminent social scientist Roy F. Baumeister stumbled unexpectedly upon this fundamental aspect of human nature. To find out why financial losses mattered more to people than financial gains, Baumeister looked for situations in which good events made a bigger impact than bad ones. But his team couldn't find any. Their research showed that bad is relentlessly stronger than good, and their paper has become one of the most-cited in the scientific literature.

