



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 May 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

Attend the next APSS Free, Virtual Book Selling University, June 17-18

Discover how to sell more books to buyers you never thought of for profits you never dreamed of, even in uncertain times. See the agenda and register

The January 2021 APSS Book Selling University was such a huge success we thought we would do it again -- with new speakers and topics. You will discover how to sell your books in more ways than you ever imagined and to people you never knew existed— in large, non-returnable quantities.

Recordings and “Ask the Pros” meetings. See more here: <https://bit.ly/3eFc7A4>

Book Award Competition for APSS Members (May 31 Deadline)

Independent Publishers of New England (IPNE) invites APSS Members to Join

thousands of book buying librarians, publishers, distributors and industry professionals from the US and overseas. Here are the two options.

Option 1 - Virtual Display with Advertising in Publishers Weekly

Your book will be included in an online searchable catalog as well as in a digital pdf catalog. In addition, the cover of your book will be included in three separate issues of “Cognotes”, ALA’s official newsletter which reaches over 60,000+ librarians. Your book cover will be linked to your listing in the CBE online catalog with full information about your book. Total reach from the three issues of Cognotes will exceed 100,000. The CBE online catalog and digital pdf catalog will be available for a period of two years. Registration is at <http://tinyurl.com/y7bpzgld>

Their Award Program

Registration for the 2021 IPNE Book Awards closes on May 31st. This will be your last chance to register for this year's awards. Enter the 2021 IPNE Book Awards!

(<https://bit.ly/3or1kwE>)

If you have a book with a publication date of 2019, 2020 or 2021, you are eligible to enter the 8th Annual IPNE Book Awards.

Display your book(s) at the American Library Association Annual Conference/virtual, June 25-28, 2021 with the APSS discount

APSS and Combined Book Exhibit are offering two virtual/digital and physical display options to participate in the ALA to promote your book to tens of

Option 2 - Virtual Display with a Free physical display at the New York Library Association (Nov. 3-6, 2021)

Your book will be included in an online searchable catalog as well as in a digital pdf catalog. In addition, you will receive a free physical display of your book at the New York Library Association, November 3-6, 2021 in Syracuse, NY. The CBE online catalog and digital pdf catalog will be available for a period of two years. Registration is now open. Register:

<http://tinyurl.com/y7bpzgld>

To Your Success,
Brian Jud
Executive Director, APSS
BrianJud@bookapss.org

The APSS June Free, Virtual Meetings

June 14 at 6:30 pm ET, Can You Define Characters with the Clothing They Wear? Author: Matilda Dumbrill will show you how to define characters based on their clothing preferences. The link to attend is

<https://us02web.zoom.us/j/6762224705>

June 21 at 6:30 pm ET, DJ Cooper of Angry Eagle Publishing will announce the winners of our First 200 Words contest and tell us what made them stand out as the best as well as insights into how to write what readers can't put down. The link to attend is

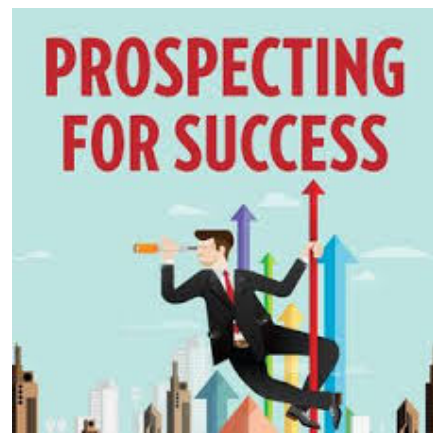
<https://us02web.zoom.us/j/6762224705>



June 17 – 18: The APSS Virtual Book Selling University. Discover how to sell to non-bookstore buyers you never thought of for profits you never dreamed of even in uncertain times. Get information on getting foreign rights, selling to libraries 2.0, how to package your book so it looks like a commercial title, not a self-published book, turning your book into a business, more ways to get known everywhere using publicity and the grand finale will take you beyond social media. Learn more and register: <https://bit.ly/3eFc7A4>

APSS Tip for Finding Potential Non-Bookstore Buyers

The concept of product placement functions as much and as well in the publishing industry as it does in television shows and movies. If you mention a brand name in your book, the owner of that brand becomes a likely sales prospect or sponsor. Furthermore, the capabilities of digital printing make it easier to change the name of the product if it is necessary to sell to a different sponsor. The 1882 painting “A Bar at the Folies-Bergère” by Edouard Manet is the earliest known example of product placement .



Authors: Sign Up For A Writer's Conference!

By Brian Feinblum

One of the best places for writers to go for professional guidance, connections, and networking, and emotional support is a writer's conference. Many are still done virtually and some failed to meet at all this past year. But that is quickly changing and things are gearing up for the writer's conferences to make a huge comeback. Authors, you should be a part of that. Here's why writers should attend one or more writer's conferences.



[Read the complete article here](#)



APSS Tip for Making Persuasive Sales Presentations

For example, when I sold my job-search content to colleges, I showed students how they could use it to find their first jobs, alumni associations how they could use it as a premium to generate more donations, and campus chapters of the American Marketing Association how they could sell my books as a fundraiser. I contacted instructors to use it as a textbook and reached the Career

Increase your book sales by breaking down each segment into smaller groups. Demonstrate new uses for your content based on the needs of specific buyers in each niche.

Placement Directors to purchase books and invite me on campus to make personal presentations.



APSS Tip for Negotiating Large-Quantity Order

“The phrase “Golden Bridge” comes from Chinese military strategist Sun Tzu, who twenty-five-hundred years ago wrote a book called *The Art of War*. He talked about building your opponent a golden bridge to retreat across. In negotiation I would reframe that positively as a golden bridge for both of you to advance across.” Tom Hill

APSS Top Ten List

Top 10 Hot Topics For Authors, Bloggers, Journalists (By Brian Feinblum)



1. Sex. It’s a timeless subject, from teenagers to seniors. We are a nation obsessed with sex.
2. GLBT. They are experiencing a civil rights breakthrough with marriage legalization. People are curious about how society will change as a result.
3. Hispanics. They are growing in number – and fast. Anything relating to the Spanish culture will find 45 million built-in fans.
4. Crime. Though major crime is down in big cities like New York City, crime fascinates us.
5. Sports. Pro sports are in decline, to some degree, but the country loves its sports and star athletes and their scandalous lives.
6. Technology. We live for the next gadget and cool Web site. We also fret about hacking, government monitoring, identity theft, and privacy. It’s a hot topic.
7. Politics. The nation seems more concerned with

1.

the economy than political issues but politics will be on stage as the 2014 campaign season gets under way shortly.

8. War/Terror. The faces of the bad guys may always change. Russia? China? Middle East? But all things bomb and war entertain us.

9. Celebrities. Rumors, gossip, and tell-alls fill our talk-shows, blogs, magazines, and newspapers.

10 Real Estate/Housing. Real estate is on the verge of a boom and will be on one for a few years.



How Journaling Can Help You Live Your Best Life

By Ellen Byron (ellen.byron@wsj.com)

Just 10 minutes a day of writing can be effective, says an author and life coach who suggests: ‘make yourself the hero in a story of your own making’

Keeping a journal can be good for us, but does it matter what we write? Lara Zielin, an author and life coach, believes it does. Ms. Zielin, who is 45 years old and based in Ypsilanti, Mich., advises her clients to follow a method of journaling she calls “Author Your Life,” where people think about themselves as characters in a story of their making.

[Read the entire article here](#)

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

When Shakespeare was born, there wasn't yet a professional theater in London. His education had prepared him for a job that didn't even exist. “Four of today's largest companies did not exist 40 years ago. One of them, Apple, was cofounded by someone who said that the most important topic he ever studied was not engineering, but calligraphy. The best way for you to prepare for the unforeseen future is to learn how to think intensively and imaginatively.”



(Scott Newstock in *Wall Street Journal*) I think this applies to special sales, too, because you must apply a little creativity to make large sales happen among non-bookstore buyers.

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)

"Why waste time testing my book when I know it is good" Art Morton

Test marketing is the process of finding out if your product offering meets the needs of, and is saleable to, prospective buyers. Its objective is to confirm the value of the existing content and design, or provide feedback on ways to improve them before going into full production. Here are more benefits of test marketing.

- Get information to create more accurate and persuasive proposals and improve your negotiation positions.
- Discover inventive uses of your content, perhaps delivering it in a different format.
- Implement a product-placement strategy by using a brand name for an item in your fiction or non-fiction book. Then go to that manufacturer seeking sponsorship or a pre-publication order. If your first choice declines, change the brand name and go to another manufacturer.
- Get testimonials. Once people see the quality of your content and production they may be more willing to endorse your book.
- Define potential markets. Visually oriented people are more likely to come up with suggestions for new



- Create a realistic timeline for putting your promotion plans into action. People buy according to their schedules, not yours. You may have an aggressive forecast, but it is meaningless if it does not reflect the buying patterns of your prospects. A good example is the academic market. If your book is released in September it is too late for schools to adopt it for that school year.
 - Evaluate your pricing. Any price is too high if people do not see the value in the product purchased. As people see what you have to offer they can give you more accurate feedback on the price you have chosen.
 - Calculate a more accurate forecast. As a general rule of thumb, print to order not for inventory.
 - Discover new sales opportunities in unexpected places. Throughout *How To Make Real Money Selling Books* are examples of authors and publishers who did that, and you can do the same.
 - Get feedback on translations. If you have one of your titles translated into a foreign language, show it to people familiar with marketing books in that language to evaluate the accuracy of the translation.
- Use test marketing to discover manuscript improvements, get

buyers and reasons for buying after seeing your book.

- Test your website under actual buying conditions. Have people test your shopping cart and give them a free galley or a pdf for doing so.
- Display it at trade shows and get accurate feedback from the people who could use your book as a premium or ad specialty.
- Test order-fulfillment processes. If you choose mail-order marketing as one of your distribution methods, find out how many orders you can (or choose to) manually fulfill and at what point should you utilize a fulfillment company.

testimonials, evaluate cover designs and page layouts, get accurate cost information, create “buzz,” build a platform and assess your marketing plans. Leave your ego out of the analysis, take criticism constructively, evaluate the comments objectively, make the changes you believe are warranted and you should publish a book that is more likely to succeed.

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

Special Marketing Periods in June

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. June is...

Father's Day
Mother's Day
Graduation Month
Dairy Month
Adopt A Cat Month
Cancer Awareness Month
National Fresh Fruit & Vegetable Month
National Iced Tea Month
National Rose Month
American Rivers Month
Zoo and Aquarium Month
Turkey Lover's Month
National Accordion Awareness Month
Seafood Month
National Patriots Month

How to Find New Places to Sell Your Books

By Brian Jud



Many product ideas came from observing a phenomenon in one area of life and applying that to a totally different product. The idea of Velcro arose when Swiss engineer George de Mestral took his dog for a walk. He noticed how burrs of the burdock plant stuck to the dog's fur. He replicated that to invent the product. As another example, Clarence Birdseye was on vacation in Canada when he saw some salmon that had naturally frozen in ice and then thawed. When cooked, they tasted fresh. That was the origin of the frozen food industry.

[See the complete article here](#)

Read It And Reap

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

In *It's A Journey*, authors Elizabeth Ledoux and Laura Chiesman share their Transition Roadmap Developer Process(TM), a relationships-first and principle-based Process that dramatically improves the odds of a successful business transfer. In fact, 100 percent of the owners who have used this Process to choose and mentor capable successors and position their companies for success have gone on to live happy and meaningful lives.

