



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 July 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

An APSS July Free, Virtual Meeting

APSS conducts free consultations every Tuesday (3:30 – 4:30 pm ET). Brian Jud will answer your questions about non-bookstore marketing, and book marketing in general. All consults will be held at <https://zoom.us/j/3671572517>.

July 17 at 10:30 am ET, Pitching You and your Book to Media: How to find (and pitch!) the right media for your book! By Penny Sansevieri

Whether you are a fiction or non-fiction author, getting more media is a big goal for a lot of authors, but it can be tricky because media isn't always waiting for your topic. So how do you get them interested?

In this class we'll discuss different types of media, what the media wants, and how to create an irresistible pitch!

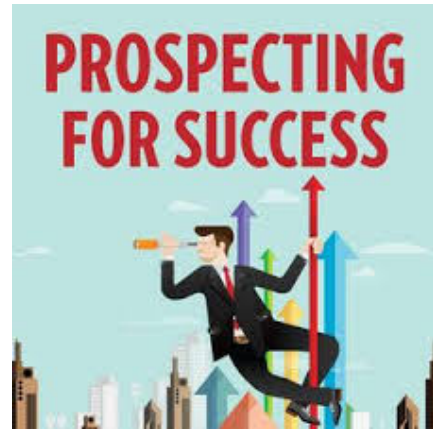


- What media is looking for: polishing your author platform and brand
- Perfect Pitch: How to create a pitch the media will love
- Podcasts are changing the world: how to pitch your book to the right ones!
- How to find the best media for your book
- The best timing for your pitch
- How early should you start pitching media?
- Tricks of the trade

APSS Tip for Finding Potential Non-Bookstore Buyers

Once you feel prepared, call the potential buyer and schedule a personal appointment to discuss your proposal. Most times you will be asked to leave a voice mail message, so have a twenty-second, benefit-packed message prepared, and make sure you include your telephone number and best time to call you. Once you reach the individual, begin the conversation by telling him or her that you have an idea that could make the company more profitable – or other benefit you find appropriate – and you are likely to find a willing ear.

If the company is not nearby—or if you prefer not to contact the prospective customer personally – then prepare a letter or e-mail describing your proposal.



In all cases, do not assume your prospective customers realize the true value of your title. Give them ideas about how it may serve as a premium, incentive device or one of the other sales-promotional tools described above.

How Authors Create Markets For Their Books

By Brian Feinblum

Writers are dreamers, creators, reformers, and visionaries by nature. They don't accept the status quo and often long for the past, a brighter future, or a whole new world. Can they transfer their imagination that is used to write, and apply it to marketing their books?

Writers need the right ratio of writing-to-marketing. They can't just write and not market. And if they market all of the time, they have no time to write.



What to do?

[Read the entire article here](#)



Once you are introduced three things could happen. First, you will be so “on” that you conduct yourself with aplomb and the words flow out of you with astonishing precision. Your body language exudes confidence, you make all your points persuasively, and you deal with all questions and objections with alacrity and wit. In short, you are on a roll and everyone can sense it.

Or, you might feel nervous, wondering if you are saying and doing the right things. Your body language may be stiff and your vocal projection lacking. You wonder why you ever let yourself get into this position and you cannot wait for it to be over. Getting the order becomes less important than getting out alive.

Most likely you will perform somewhere between the two extremes. You may feel a little anxious at first, but as soon as your confidence and practice kicks in you relax and perform professionally. You make all your points, your audio/visual aids work as practiced and you close the sale with a win/win agreement. The more presentations you make, the more you tend towards this positive end of the continuum.



APSS Tip for Negotiating Large-Quantity Order

Each person involved in the large-quantity-sales process may have a different reason for agreeing to, or rejecting your proposal. Most have the company’s best interests at heart, but they have different paths to reaching them. Some are more creative and see opportunities that evolve through the discussion. Others are more analytical and focus exclusively on the numbers.

Deal with all personality types, giving each person the rationale required to support you. You will have to formulate practical responses on the fly, solving problems as a group under your leadership. Get people involved with the resolution by asking for their

opinions. Then it becomes their solution, making it easier for them to agree to it.

APSS Top Ten List

Do you want to be more effective in a sales situation? Then remember, it's not what you say, it's how you say it. The social signals you send can make or break the deal. Here are the **Top Ten Ways to Measure Charisma**.



1. Signal friendliness with gestures, expressions and tone.
2. Read and mirror your prospects gestures, expressions and tone.
3. Be energetic and enthusiastic.
4. Talk more, but also listen more.
5. Spend more time face-to-face with prospects.
6. Draw your prospects out and get them to participate in the discussion.
7. Increase your productivity by 10% just by increasing personal interaction (vs interacting by phone or email)
8. Do not stand or sit too close to people.
9. Use your attire, posture, handshake and smile to make a good first impression
10. Use social signals to reinforce your message

1.



Marketing to Your Target Audience by Generation

By Jeniffer Thompson

What's the Difference Between Marketing to Your Audience by Generation Rather Than Age?

As we all know, age isn't static, but generations are defined by when someone was born and the events that shaped them as they came of age. In other words, what 27 year-olds are interested in and the values they hold are going to be different today from those of 27 year-olds a decade ago.

Now I'm not saying everyone included in a certain generation is going to be a stereotype, but marketing to your target audience by generation, rather than an arbitrary age grouping, will be more nuanced and allow you to appeal to specific values and interests. Seems reasonable, right?

[Read the entire article here](#)

Non-Bookstore Buyers

By Guy Achtzehn

Prepare material to leave with your prospect before you make an appointment.

Create a one-page document listing details about your book, including publisher, title, author bio, terms, discount schedule, hard or soft cover, size, number of pages, illustrations and willingness to drop ship. This should be one document in a packet of material you leave with your prospect. And remember, these people see sales representatives from major companies and are used to seeing professional literature.

Produce a multicolor catalog and put it in press-kit format that will make a favorable and lasting impression of you as a consummate professional.

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)

In addition to segmenting prospects demographically and by retail/non-retail markets, are there other ways to segment potential buyers? Mitchell Watson

Yes, there are a variety of ways to organize your prospective buyers in to group to help you pinpoint your marketing efforts. Here are some:

Seasonal segmentation groups your titles by the time of year. Graduating college seniors represent an annual source of recurring revenue regardless of the economic conditions that might impact your sales to the general public. Also, marketing titles during specific celebratory periods



Transactional segmentation categorizes customers as first-time buyers, or those who purchase frequently or in large quantities enhances customer dialogue and repeat sales. This permits reaching prospective buyers with the appropriate message at the right time.

Segmentation by profit potential points to an alternative marketing strategy. Assume your book is priced at \$15. You would have to sell 1000 books to airport stores (where returns are possible), through a wholesaler taking a 60% discount in order to net \$6000. On the other hand, you would

such as, September is *Read-A-New Book Month* and June is *National Fresh Fruit & Vegetable Month*. Visit www.holidayinsights.com for more ideas.

net the same amount by selling only 400 of the same title at list price following your personal presentations.

Geographic segmentation works, too. The title *Skiing in Colorado* demonstrates geographic segmentation. Your marketing instincts might immediately suggest selling this book in Colorado ski resorts. But think not only of the book's geographic setting, think of where people who might want to buy your book would congregate. Skiers come to Colorado from all over the world and you might reach them in ski shops, airport stores, sporting-goods stores or travel agents around the country.



Special Marketing Periods in August

Foot Health Month
International Air Travel Month
Peach Month
National Child Support Enforcement Month
National Golf Month
National Parks Month
National Catfish Month
National Water Quality Month
Romance Awareness Month

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

How to Avoid Mistakes New Marketers Make

By Brian Jud

Have you ever done something about publishing or



marketing your book and later regretted having done it? Or wished you could change part of what you did? If so, you learned that the most expensive thing in the book business can be a mistake. It could be printing too many – or not enough books. Perhaps pricing your book too high or low. And it could be relying solely on social networking to promote your book or bookstores as the only way to sell them.

There is a way you can minimize mistakes in producing and marketing your books. And this one simple step can help you become more profitable. It is not difficult and can even be done for free.

[See the complete article here](#)

Read It And Reap

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

No-Fail Habits: Design the Daily Rituals That Help You Win at Work and Succeed at Life, by Michael Hyatt. The secret to accomplishing big things doesn't depend on tremendous willpower and action. Success flows from the routines we follow almost without thinking every day.

In *No-Fail Habits*, you'll discover the power of habits to help you succeed automatically. You'll learn to self-automate, leverage rituals that maximize your productivity and eliminate energy-draining decisions. You'll also see how habits help free up time for work and family so your life is more balanced. Habits are your mind's path to success on autopilot. Learn to use them to your advantage in Michael Hyatt & Co.'s book, *No-Fail Habits*.

