



THE SALES INFORMER

Association of Publishers for Special Sales

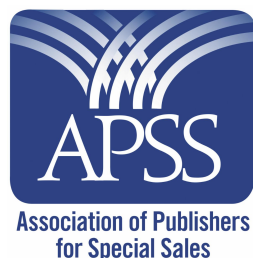
A monthly e-zine dedicated to helping APSS members sell more books to more buyers, more profitably.

Volume 9, Issue 10, Number 99 October 2021

Here is your October 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
Discount on
Ingram
Spark™**



APSS members receive 50% off their title set up fees for print & ebooks titles. The promotional code is good for five (5) uses per month APSS member and will be updated monthly to help keep your IngramSpark benefit for being an APSS member exclusive to you. **The promo code changes monthly. To get the November code contact Kim@bookapss.org with your membership number.** To help us continue to reward your dedication to APSS, here are some updates/reminders for your new IngramSpark promotional code:

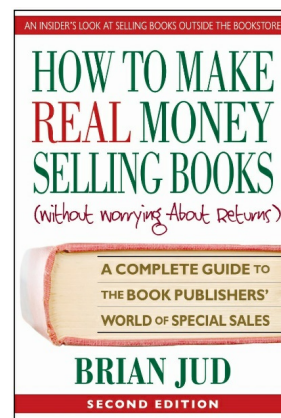
A new code each month will prevent any from being misused by non-members of APSS

Each month's current code will be available for reference by contacting

**Do you want
to Make
Real Money
Selling
Books?**

The worldwide book market generates almost \$90 billion annually, and more than half of those sales are made in non-bookstore outlets such as discount stores, airport shops, gift stores, supermarkets, and warehouse clubs.

The Second Edition of Brian Jud's book, *How to Make Real Money Selling Books, The Complete Guide to the Book Publishers' World of Special Sales* was just released by his publisher, Square One Books. It provides a proven strategy for selling books to these enterprises. You will learn about developing a product strategy, conducting test marketing, contacting prospective buyers, promoting your product, selling to niche markets, and much, much



Kim@bookapss.org with your APSS membership number

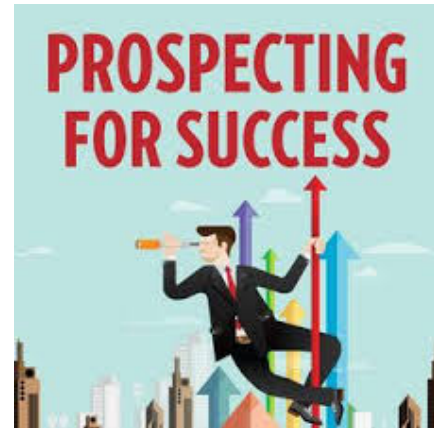
more. See it at
<https://amzn.to/3iQiL8X>

While we know our members are eager to support each other, please do not share your exclusive code on social media (whether publicly or in our member-only forums). All members have access to the code via the above, so please direct your fellow members there versus providing the code directly.

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

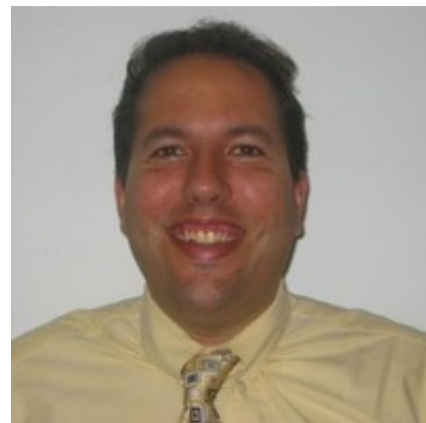
Begin your prospecting efforts by defining your ultimate readers. These are the people who are most likely to be interested in your content. Start first with your content and think about who would most likely be interested in it. If your material is suited for children, then your target would be young parents or grandparents. Describing their general level of education will define the vocabulary you will use in your promotion.



Which 7 People Do Authors Need In Their Lives?

By Brian Feinblum

The public's image or perception of a writer is that of the isolated introvert. Authors are depicted as independent thinkers who fiercely defend their craft, even if it means sacrificing their own social lives. Well, some of that may be true for some writers, but one truth is clear: All writers would benefit from help from seven key people.



[Read more here](#)

If you are nervous making a sales presentation, smile, though your



heart is quaking. Keep smiling even though you are nervous. Most of the time the audience will not know the difference. Practice smiling naturally in front of a mirror so you get a feel for what it is like. You may be surprised to see that sometimes when you think you are smiling, your face does not show it.



APSS Tip for Negotiating Large-Quantity Order

Decisions are made emotionally, but explained rationally. The numbers will be the focal point on which people will base their decisions. Describe how you came up with your “Most Likely” scenario and be ready to explain how and why it will differ from the best and worst cases. Give people the rationale they can use to confirm your analysis and close the sale.

Regardless of the levels on which you pursue your goals you are both on the same side, perhaps with different definitions of success, but both trying to reach a mutually profitable conclusion. Control the process and lead the others toward a negotiated decision that may not be the one you initially intended. There are at least seven principles that will help you maneuver with positive progress.

APSS Top Ten List

Recurring revenue is a major benefit of business-to-business selling. If you do all the right things on each order, companies may re-purchase your book on a regular basis. But this is only one benefit of building your customers’ loyalty to you and your titles. Here are the **Top Ten Benefits of Building Customer Loyalty**.



1. Your cost of sales decreases and you become more profitable

2. Your customers are less likely to switch to competitors' books
3. Customers buy your future titles, sometimes placing pre-publication orders
4. Your customers' acquisition costs are lower
5. They will give you an endorsement and referrals
6. You may be able to get a higher price for your books
7. Negotiations become less confrontational as trust increases
8. Deliveries tend to go more smoothly as customization and shipping factors become routine
9. Customers co-develop books with you
10. Loyal customers may invest in your business to finance your growth



5 Content Ideas to Build Your Brand (and Your Following!)

By Jeniffer Thompson

I've said it before and I'll say it again: content is king when it comes to building your brand and gaining loyal followers. And yes, regular, SEO focused, quality blog posts are one of the best ways to build your brand and following. But they're not the only way. This is good news for all of you out there who don't have the time, energy, or ideas for daily or even weekly blog posts. There are plenty of ways to put out creative, fun and less time consuming content. I'm sharing five of these ideas below.

[Read the entire article here](#)

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

APSS Member Major Daughter (Anna Mhlambi) sold 2000 copies of her book, *Prophetic Word Bank*, to prisoners. According to her, "Your life is what it is today because of words spoken to you, in years past, by yourself or someone else who was responsible for you. But *The Prophetic Word Bank: Every War Starts with Words*, by Major Daughter, will assist you to change that. You can turn the darkest moments of your life into major victories. Have you allowed your dreams to die because someone has



told you that you are not good enough? Don't give up hope – because you can turn your life around." She credits the information she has learned from APSS programs.

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 can find names of prospective buyers, but where can I find their contact information?"
Britney Shea**

When it comes to selling, finding the buyer's name isn't difficult. Next, you have to get in touch with that person. It doesn't have to be hard, and is probably much easier than you think. Here is a tool you can use to locate the best email contact information for a prospective buyer.

Lusha (<https://www.lusha.co/>) is a Chrome extension that will find both personal emails as well as phone numbers. It scours the web to find where a person's email and or phone number is located. It is important to note that Lusha only allows 10 free uses per month (however for a price you can upgrade this option) and the free uses are shared between organizations.



Special Marketing Periods in December

**National Tie Month
Safe Toys & Gifts Month**

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



Goals are Worthless ...

By Brian Jud

Goals are the foundation of a solid marketing plan. They provide a target at which to aim, the standard against which you can gauge your company's progress. They divide your vision statement into manageable steps and provide a path to its realization. And written goals provide a means for looking back to see how far you have come.

If all these benefits of setting goals are true, how can goals be of no value? Goal-setting is a tool, and like any other tool it is useless if used incorrectly. Goals are worthless...

[See the complete article here](#)

Read It And Reap

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

Mind Your Business: A Workbook to Grow Your Creative Passion Into a Full-time Gig

by Ilana Griffo. Want to start your own business, but not sure where to begin? Mind Your Business is the only book that teaches you everything you need to know about how to build a successful business from scratch. From developing your brand to designing products to identifying your legal and tax needs, this comprehensive guide will take you through every step of the process and help you create a unique and customized roadmap for your business. Mind Your Business is for aspiring entrepreneurs who are driven, ambitious, creative, and determined to build a business and life they love.

