



THE SALES INFORMER

Association of Publishers for Special Sales

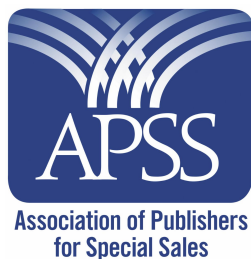
A monthly e-zine dedicated to helping APSS members sell more books to more buyers, more profitably.

Volume 9, Issue 110, Number 100 November 2021

Here is your November 2021 issue of *The Sales Informer* ezine -- the 100th consecutive issue. 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

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Ingram
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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 December 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:

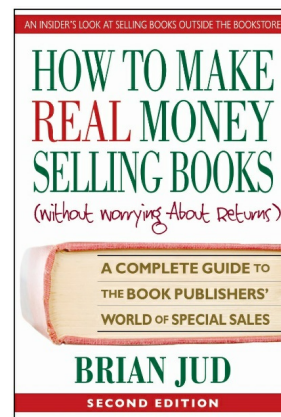
A new code each month will prevent any from being misused by non-members of APSS

Each month's current code will be

**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,



available for reference by contacting Kim@bookapss.org with your APSS membership number

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.

promoting your product, selling to niche markets, and much, much more. See it at <https://amzn.to/3iQiL8X>

To Your Success,
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APSS Tip for Finding Potential Non-Bookstore Buyers

People won't purchase your book the first time they hear about it. It takes time and multiple hits on prospects to get them to buy. Here are the thoughts that might go through a consumer's mind after hearing your message ten times over a period of months (with consistent promotion):

Exposure Reaction

First: "So what!"

Second: "What's in it for me?"

Third: "That's interesting."

Fourth: "What was that title again?"

Fifth: "I think I've heard of that book before."

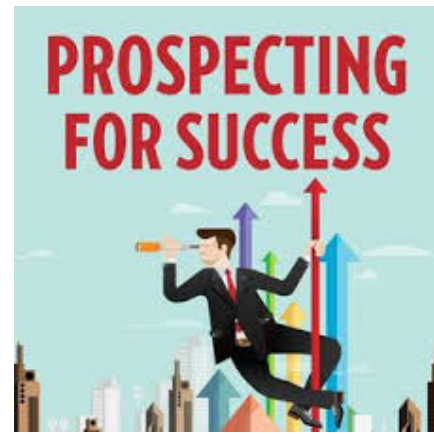
Sixth: "I think I've heard of that author before."

Seventh: "My friend mentioned that book yesterday."

Eighth: "My friend read it and thought it was good."

Ninth: "I'll look for it when I'm at the store (or online)."

Tenth: "I'll go and buy it now."



How Do Authors Plan For Success?

By Brian Feinblum

The mind of a writer can create

amazing books, developing whole worlds out of his or her mind. But that same skill or talent can be used to sabotage the author into thinking there's no hope for the marketing of their book when initial efforts fail to produce much.

I call upon authors to use their creativity to turn against failure or the accepting of weak excuses. Their marketing didn't land their books atop the New York Times Bestseller list, but that is no reason to close up shop.

Authors must look inward and ask of themselves these questions:

[Read more here](#)



When making a presentation to sell your books to a corporate buyer, use metaphors and simple designs to clarify and illustrate complex ideas. This useful skill is similar to what a text editor brings to a manuscript – the ability to pare things down to their essence.



APSS Tip for Negotiating Large-Quantity Order

Use all five senses. Pay attention to a variety of different information sources during a presentation or negotiation. If you are visually oriented, focus on the sound or smell of a situation. If you are analytically oriented, focus on how something feels. Do you want to succeed so bad you can taste it? How can you use all your senses to increase your sales?

APSS Top Ten List

Top 10 Benefits to Corporations for Using a Book as a Promotional Item

1. **Ease of redemption** – can download ebooks
2. **Flexibility** – content can be delivered in different formats
3. **Customization** -- with logo on the cover or with a tip-in page
4. **Portability** – books can easily be carried
5. **Effectiveness** – a promotional message may be repeated throughout the book
6. **High touch** – books are easy to use and pass along to others
7. **Durability** – books do not break
8. **Longevity** – books do not die (as flowers do)
9. **Creativity** – many combinations of message, content and format
10. **Reinforcement** of other promotional messages



Indie Book Awards: An Evergreen List of Where to Submit

By Jeniffer Thompson

How Do I Get an Indie Book Award?

Yes, even you can win a book award! But you can't win if you don't submit. I originally published this post in 2019, but the information below is evergreen. This are all longstanding, established, and legitimate book awards, and all the information you need to submit is listed below. Good luck!

Below is a list of notable book awards to consider. And if you are wondering: "Does a book award really matter?" Yes. In a previous post, I talked about why they matter and what to do with them. Read "What Do You Do with a Book Award?" for tips on how to make the most of your award.

[Read the entire article here](#)

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

There is a unique way to trap monkeys in the islands of the South Seas. The natives drill a small hole in a coconut, hollow it out and fill it with rice. Once a monkey puts its hand in the coconut to get the food, it cannot remove its clenched fist. Refusing to let go of their prize, the monkeys are

unable to escape.

Book publishers can get caught in a similar trap if they persist in using strategies that were successful in the past, without evaluating whether they are still relevant today. Their grasp on this comfortable feeling of security yields the same result as that of the island monkeys. Instead of duplicating past efforts, introduce new titles using a different game plan, like selling to 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)

"I have some blurbs from top people. Do you have some tips on how to use them?" Kayla Miles

Place blurbs on the rear cover of your book. Also use them in your sales literature, in your personal selling kit, press releases and press kits, on your website, on book marks, in your advertising and on sales-promotional items. If you have a powerful endorsement from a top celebrity or a recognized industry expert, place it on the front cover of your book.

If a testimonial goes over two or three short sentences, it may be too long for people to grasp its meaning quickly. In this case, extract a short phrase that characterizes the essence



of the blurb and use only that. Never try to misrepresent the intention of the endorser. According to the Federal Trade Commission (FTC) "The endorsement message need not be phrased in the exact words of the endorser, unless the advertisement affirmatively so represents. However, the endorsement may neither be presented out of context nor reworded so as to distort in any way the endorser's opinion or experience with the product. Endorsements must always reflect the honest opinions, findings, beliefs, or experience of the endorser."



Special Marketing Periods in January

Business and Reference Books Month

Careers in Cosmetology Month

Crime Stoppers Month

Diet Month

National Eye Care Month

National Hobby Month

National Oatmeal Month

National Soup Month

Volunteer Blood Donor Month

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



Ten Ways to Get to Yes After You Hear No

By Brian Jud

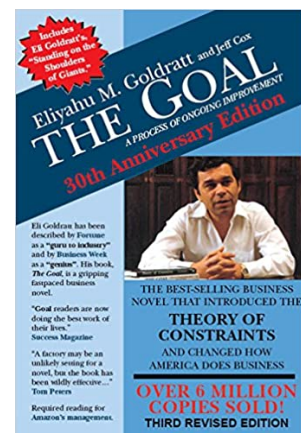
Authors and publishers hear the word “No” frequently. It could be said by the media, distributors, buyers in retail stores or corporate buyers. However, that doesn’t have to be the final answer. People who say *no* to one thing may be more likely to say *yes* if asked again. Use that fact to your advantage in a sales situation. If your prospect says no, think, “I heard what you said but it’s not what you meant.” You can more easily get to *yes* when you recognize the top ten tips for getting to *yes* after you hear *No*.

[See the complete article here](#)

Read It And Reap

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

Written in a fast-paced thriller style, *The Goal*, a gripping novel, is transforming management thinking throughout the world. It is a book to recommend to your friends in industry - even to your bosses - but not to your competitors. Alex Rogo is a harried plant manager working ever more desperately to try improve performance. His factory is rapidly heading for disaster. So is his



marriage. He has ninety days to save his plant - or it will be closed by corporate HQ, with hundreds of job losses. It takes a chance meeting with a professor from student days - Jonah - to help him break out of conventional ways of thinking to see what needs to be done. The story of Alex's fight to save his plant is more than compulsive reading. It contains a serious message for all managers in industry and explains the ideas, which underline the Theory of Constraints (TOC), developed by Eli Goldratt.