

Article AB-215

253 words

DanPoynter@ParaPublishing.com

1-800-PARAPUB

Increasing Sales without Expanding Inventory

by Dan Poynter

How can a new, one-book author-publisher reach quantity of scale? How can he or she increase sales?

One way is to carry other books on the same subject but you do not want to pay for them and a 40% discount is not enough. Instead, look for other books that compliment your book. Think: “If a person were to buy my book, shouldn’t they also buy this similar book?” Hopefully they realize it is cheaper to buy several books on a subject than to make a mistake.

Contact other (small) author-publishers (there are 86,000 to choose from) and offer to exchange a few cartons of books. Now you each have two offerings—at no additional investment. You traded your books for their books. Add the new title to your website, etc.

For example, I wrote *The Expert Witness Handbook*. Rosalie Hamilton wrote the *Expert Witness Marketing Handbook*. They are complimentary; they do not compete. Rosalie and I exchange several cartons of books at a time. See

<http://www.parapublishing.com/subsites/expertwitness/> and <http://www.parapublishing.com/sites/witness/information/product2.cfm>

Now here is a larger advantage: you can afford to wholesale the other title; you can give 40% or more off for quantity orders. One customer buys quantities of each book from us for their conference. You can give them a full discount on both books because each title cost you just the printing price. Think about that and consider carton exchanges.

It is easier to trade cartons of books than to write another book.

 **Writing periodicals:**

Dan Poynter does not want you to die with a book still inside you. You have the ingredients and he has your recipe. Dan has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. For more help on book writing, see <http://ParaPub.com>.

© 2008

or

 **Book Publishing periodicals:**

Dan Poynter, the Voice of Self-Publishing, has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. Dan is a past vice-president of the Publishers Marketing Association. For more help on book publishing and promoting, see <http://ParaPub.com>.

© 2008

or

 **Professional Speaking periodicals:**

Dan Poynter has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. He is past-chair of NSA's Writer-Publisher PEG and the founder of the PEG newsletter. For more help on book writing, publishing and promoting, see <http://ParaPublishing.com>.

© 2008