



# The APSS Mentoring Program For Special Sales

APSS has a new program that can help you generate profitable sales by working directly with an expert on a variety of book-publishing and marketing topics. You are invited to participate and talk to an industry professional at no charge.

You can talk with people to ask questions or learn about how they can help you. If you both agree to continue the relationship, you can do so at a mutually-agreed-upon fee.

## [Sign Up Today](#)

There is no cost for you to be matched with a mentor, who will then contact you individually to arrange a mutually convenient time and date for the initial consultation.

## **Experts Are Ready and Willing to Work with You on These Topics:**

- ▶ Book Displays
- ▶ Commission sales to non-bookstore buyers
- ▶ Book Design and Development
- ▶ Branding and Website Design
- ▶ Business Planning
- ▶ Cover & Interior Design
- ▶ Distribution (to bookstores and other retailers)
- ▶ Ebook conversion and distribution
- ▶ Editing
- ▶ Fulfillment
- ▶ ISBNs
- ▶ Printing
- ▶ Publicity
- ▶ Publish-on-Demand
- ▶ Sales & Marketing
- ▶ Screenwriting
- ▶ Shipping
- ▶ Services for Speakers

Questions? Contact the Brian Jud, at (860) 675-1334 or by email at [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)

## **APSS mentors guide you by:**

- Providing one-on-one guidance via in-person, telephone or e-mail meetings
- Being a good listener and sharing positive reactions and constructive criticism
- Providing resources and guidance for training and development opportunities
- Providing exposure, visibility and coaching in support of your development
- Incorporating the APSS [SPIRIT](#) in all professional activities
- Helping to identify options for solving specific problems
- Helping to set realistic goals and providing encouragement

**If after speaking with an APSS professional you have your questions answered and you decide not to move ahead with that person, there is no cost to you.**

**This program is open only to current APSS members and your membership number is required to participate.**

**For more information or to arrange a meeting, contact:**

**Brian Jud**

**Executive Director, APSS**

[BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)

**(860) 675-1344**