



Agenda for the Book Selling University Seattle, Washington November 13, 2017

8:00 – 8:30 Coffee and networking

8:30 – 9:00 Welcome: Ethan Yarbrough, President of APSS-Washington State will introduce the speakers and attendees

9:00 – 11:00 Where to find and how to contact non-bookstore buyers – Brian Jud

- **Where to find non-bookstore retail buyers** – in airport stores, supermarkets, discount stores, warehouse clubs and more
- **Where to find buyers in corporations, associations, schools and the armed services**
- **Why you don't have to be an experienced salesperson** to succeed
- **Become more effective** -- how to find the people who can buy your books
- Simple methods **to find and get through to the decision-makers** at any size company
- How to **get corporate buyers to use your book as a gift or promotional item**

11:00 – 12:00: Considerations in Book Cover Design – Ethan Yarbrough leads a conversation about cover design with Seattle artist and cover designer Sonja Gerard.

12:00 – 1:00: Lunch (Provided by APSS-Washington State) and networking

1:00 – 2:00: More about selling to non-bookstore buyers – Brian Jud

- How to create persuasive emails, basic telephone scripts and a host of other support documents
- How to get a company to sponsor your book before it is published
- Show businesses of all sizes, associations, schools and others how they can use your book to solve their business problems
- Become a master networker

2:00 – 3:00: Techniques for Book Publicity – Ethan Yarbrough leads a discussion of outside-the-box book publicity strategies

3:00 – 4:00: General Q&A and Brainstorming for new ways to sell your books