



## The APSS Apprenticeship Program

### Connect with a Publishing Industry Expert And Get Answers to Your Questions – for Free

#### One-On-One Sessions with Industry Professionals

Do you have a question or two but don't know who to ask? Now APSS members can have a free one-on-one question-and-answer session with a publishing expert.

The Apprenticeship Program matches industry experts with APSS members from across North America for one free 15-minute session on a topic in their area of expertise. If you both decide you want to continue the relationship, you agree on how to proceed and the fees for doing so.

#### Sign Up Today

The people who have volunteered to work with you have limited time and availability. Apprenticeships are organized on a first come, first served basis. Fill out the application form and return it as soon as possible to be matched with a mentor, who will then contact you individually to arrange a mutually convenient time and date for the initial consultation.

Apprentices Are Ready And Willing To Work On Areas Such As:

- ▶ Cover & Interior Design
- ▶ Editing
- ▶ Business Planning
- ▶ Publicity
- ▶ Rights & Contracts
- ▶ Educational Publishing
- ▶ Sales & Marketing

#### APSS mentors help 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 the your development
- Helping to identify options for solving your specific problems
- Encouraging your participation within the professional community
- Helping to set realistic goals and providing encouragement

**Contact APSS to arrange a list of the people willing to talk with you for free for 15 minutes.**

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