



## Introducing the Connecticut Chapter of APSS

### Your Local Source of Help for Selling Books in Large, Non-Returnable Quantities to Non-Bookstore Buyers

APSS was created to help increase your sales, and profits by selling your books in large, non-returnable quantities to non-bookstore buyers.

**Join today and get all the benefits, discounts and services  
of a national association, but with meetings near you.**

#### Get discounts on ...

- Printing through LSI
- Shipping (Save up to 70%)
- Ingram Spark
- Baker & Taylor's services
- Promotional Products
- Staffed trade show exhibits
- A listing in the *Yearbook of Experts*
- A subscription to *Publishers Weekly*
- Website development
- Ebook conversion, awards
- Finding an agent or publisher

#### Get marketing programs...

- An annual conference near you
- Distribution to non-retail buyers
- Supplier recommendations
- Book-marketing wizards
- A monthly special-sales newsletter
- Educational programs
- Tips booklets
- One-on-one coaching
- Free monthly webinars
- Marketing community
- Bookstore distribution

APSS-Connecticut is the premier source of information, education and help for Connecticut authors and publishers of high-quality content published in printed, electronic or audio form for sale to consumers, retailers and non-retail buyers.

You can join directly at <http://pro.bookapss.org/join-application> or complete the form below. Annual APSS membership is \$89, but for members of APSS-Connecticut it is only \$60. You will receive your APSS membership number so you can immediately begin receiving all the benefits described above – and more!

See the list of upcoming events for APSS-Connecticut members at  
<http://community.bookapss.org/page/connecticut>

## Why Join APSS-Connecticut?

- Receive all the benefits listed above but have local face-to-face contact with your peers
- Sell your books at events in Connecticut
- Discover how to avoid mistakes that others have made
- Learn creative ways to increase your sales, revenue and profits from book sales
- Find out how to sell books in all forms: printed books, ebooks, audio books, booklets
- Hear expert speakers present information of vital interest to all authors and publishers
- Receive discounts on products and services that can save you thousands of dollars
- Network with successful authors and publishers to discover what they did right
- Get help on selling the rights to your book (TV, movie, serial and foreign rights)
- Learn how to establish or expand the distribution of your books worldwide
- Hear the pros tell you how to negotiate large-quantity sales
- Discover where and how to find prospective non-bookstore buyers
- See how to make successful sales presentations
- Get a discount on attending our annual Book Selling University in Connecticut
- Become successful more quickly

### Send form to:

Brian Jud  
PO Box 715  
Avon, CT 06001-0715  
(860) 675-1344

### Payment Information:

Annual Dues: \$60.00/year

Charge My Credit Card \_\_\_\_

Card# \_\_\_\_\_

Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_

PayPal account: brianjud@comcast.net

Check enclosed

Name:

Company:

Address:

City:

ST:

Zip Code:

Email:

Website:

Telephone:

For more information contact June Hyjek, President of  
APSS-Connecticut (june@aplaceofgrace.net) or Jeanne E. Rogers Vice President of  
APSS-Connecticut (jeanne.rogers22@gmail.com)

Brian Jud, Executive Director, APSS  
(860) 675-1344 • BrianJud@bookapss.org • www.bookapss.org