



**Do you want ideas on who to contact and
how to sell *your book*
to non-bookstore buyers?**

Not books like yours, but *your specific book*?

November 15, 6:00 pm Eastern Time

**Do you want a detailed, 20-minute consultation on your title for \$49.95
(\$39.95 for APSS members)?**

We have one book on parenting now -- two consulting spots still available

Or, if you want to listen to the others the fee is \$15.95

Brian Jud and Guy Achtzehn will tell you:

- * Profitable segments in which to sell your book - many of which you probably never thought to contact. These could be in corporations, small businesses, government agencies, associations, schools and even retail buyers.
- * Creative sales opportunities and unique marketing ideas
- * Detailed, specific information about how to find and contact potential buyers
- * Tips for creating professional proposals, making persuasive presentations and negotiating profitable sales for recurring revenue
- * How much to charge so you don't leave any money on the table
- * Not just where to sell your books, but when, why and how!

You will be astounded at all the tips and practical information you will get.

More information at <http://www.premiumbookcompany.com/index.php?pg=BJGuyWebinars.htm>

Sign up at <http://tinyurl.com/hxgrnrf>

To pay by credit card or PayPal

Please visit Paypal to complete the payment process (account is brianjud@bookapss.org). If you prefer to call with your card number, please call (800) 562-4357. Or, email your card number to brianjud@bookmarketing.com.

I will reply with the password. Thank you, Brian

Here is what some attendees had to say about their consults:

I recently took an APSS webinar that included a personal consultation on how to sell bulk copies of our book, My Publishing Journey. Not only did Brian and Guy confirm some of our likely target markets, they opened our eyes to several that I would've never considered as well as unique methods of implementing the sales. Their ideas are fresh, real, and doable! We're excited to implement these and reap the results.

Tamara Dever, creative director, TLCGraphics.com

Your thoughts and suggestions certainly raised my thinking several notches

Patti O'Donoghue, author of *Princess Elizabeth Solves a Big Problem*

I received some valuable ideas and insights from them during our time together. To have not only one, but two experts in the area of book marketing give time to my marketing plan and my book made the experience well worth it. Additionally, I was able to ask specific questions which they answered right there on the spot.

Jennifer Miskov *Why settle for Silver when you're meant for GOLD?*

The Children's Webinar blew us out of the water, not only our own book but the comprehensive evaluation of each book featured. It was well worth the investment. Both of your experience and valued knowledge came through in amazing detail.

Kathy Peterson, Webinar consulting client

Brian Jud is the Executive Director of the Association of Publishers for Special Sales (APSS – www.bookapss.org) and author of *How to Make Real Money Selling Books* and *Beyond the Bookstore*. Contact Brian at brianjud@bookmarketing.com or www.premiumbookcompany.com and twitter @bookmarketing