



Today's Way To Market Books for Tomorrow

Discover how to sell to non-bookstore buyers
you never thought of for profits you never
dreamed of

The APSS Free Virtual Book Marketing University September 10 – 11, 2020

Yes, this two-day virtual conference is presented to you at no charge. You will discover how to sell your books in more ways than you ever imagined and to people you never knew existed—in large, non-returnable quantities.

- **You will leave with new ideas, creative marketing tips and a long “To Do” list**
“I now have some immediate actions.” Kim Catalano
- **Learn where to find and how to contact non-bookstore buyers**
“I recommend this program to anyone seeking to sell more books.”
Laura Dobbins
- **High content – no hard sell**
“The APSS conference delivered good content and accomplished bringing people together to build relationships that will last them for years to come. I know it has for me!” Larry DeKay
- **Build a lasting stream of long-term, recurring revenue**
“I’m eager to put all this new knowledge and my new connections to work.”
Gail Woodard
- **Become more profitable**
“I was impressed with the amount of new information about the publishing business of which I had previously no clue” Eleanor Jones
- **Discover practical, yet creative book marketing tips and tactics that you can put into place immediately.**
“Awesome meeting at a great time for me to go for 0 marketing to infinity!” Barbara D. Hall

- **Get customized help for selling your books to non-bookstore buyers**
 “I woke up at 2:15 am buzzing with all the new ideas I learned. That was just after the first afternoon!” Laura Larson
- **Different speakers and topics from last year.**
 “A fascinating conference with dynamic, knowledgeable speakers.”
 Jeanne Rogers

Personal Consultation on Your Book – September 10

Would you like to have a customized list of buyers for your book? Send your book in advance and two special-sales marketing experts will give you a personal consultation. We will point out profitable segments in which to sell your book, creative sales opportunities, and unique marketing ideas. Discover who can buy your book (not just books like yours) so you can more easily sell to them. You will be astounded at the ideas you will get. In fact, if we cannot give you at least five new ways and places to sell your books, we will return your money and pay you \$50. If you would like to receive a customized, in-depth strategizing consult to sell more of your books, the fee for APSS members is \$39.95 (\$49.95 for non-members). This will be recorded and included in the fee. To register, contact Brian Jud at BrianJud@bookapss.org.

Recordings

You may purchase a recording of any session. Individual recordings are \$14.95 (\$19.95 for non-members) and a recording of all sessions is \$149 (\$199 for non-members)

More comments from attendees of previous APSS conferences

“Whether you’re an author or publisher or both APSS can help you move forward with more information than you ever imagined. Great conference!” Kathy Brodsky

“No matter how much you know there is always more to learn. This conference taught a great deal about getting books sold out of the normal channels.”

Mel Cohen, Inspired Authors Press, LLC

“I learned so much at the APSS conference! It was truly a very worthwhile event.”

Tana Thompson

“I learned so much from your talk and the presentations of other speakers. It gave me some new ideas for my books and for his site. I enjoyed the great group of people and their ideas.” Marlene Zefferys

“All the speakers were engaging, entertaining and gave great information.” Gary Rhule

“The Book Selling University was wonderful! I learned a lot of creative ways to sell more books, and it opened my mind to think outside the box. I recommend it highly to authors or anyone in the publishing business.” Kathleen Hood

“Even though I write fiction, I found most of the suggestions quite helpful.”
Valerie Stastik

Here is the agenda with registration links for individual courses

To register for all sessions at one time, send your contact information to Kim@bookmarketing.com

Thursday, September 10 (All times Eastern)		
12:00 – 12:45	<p>What are special markets and why they are good places to sell books</p> <ul style="list-style-type: none">• Find new sources of book sales in untapped markets for higher profits and limited returns• Description and benefits• Retail sales through supermarkets, airport stores, gift shops, discount stores, warehouse clubs, specialty stores and more• Non-retail sales in large, non-returnable quantities to buyers in corporations, associations, schools and the military <p>Register at https://bit.ly/33VjLl8</p>	Guy Achtzehn and Brian Jud
1:00 – 1:45	<p>How to Use Books as Promotional Items</p> <ul style="list-style-type: none">• How and why businesses, organizations, schools, associations may use books as promotional items, fundraisers, giveaways. <p>Register at https://bit.ly/2PO2XnK</p>	Guy Achtzehn and Brian Jud
2:00 – 2:45	<p>Panel Discussion on How to Create Retail Distribution</p> <p>Register at https://bit.ly/2FkuB9Z</p>	Panel members TBA

2:45 – 4:00	Break to catch up on your phone calls and emails	
4:00 – 4:45	How to Connect and Work with a Publisher for Maximum Success Register at https://bit.ly/3iG5pct	Rudy Shur
5:00 – 5:45	Make the Grade in the Academic Market <ul style="list-style-type: none"> • Why and how to sell to all levels of schools • How to pitch schools to get visits • How to get distribution to schools • Course adoption at colleges Register at https://bit.ly/3iEinr9	Sharon Castlen
6:30 – 8:00	Meet virtually with Guy Achtzehn and Brian Jud. Send your book in advance for a case study <ul style="list-style-type: none"> • Create a list of prospective buyers for your book • How to find and contact potential buyers • Niche and mass-marketing techniques Register with Brian Jud at BrianJud@bookapss.org	

Friday, September 11

12:00 – 12:45	Novel Ideas For Selling Fiction To Non-Bookstore Buyers <ul style="list-style-type: none"> • Selling fiction is not difficult if you know how and where to sell it. Discover ... • Proven ways to sell historical fiction, science fiction, adventure, romance, fantasy, mysteries – and more! • Outlets where fiction outsells nonfiction by 10 to 1. • Tips for getting more reviews and awards • Creative ways to sell through book clubs, catalogs, libraries and associations • Tips for timing your promotion Register at https://bit.ly/2PZVD8N	Guy Achtzehn and Brian Jud
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1:00 – 1:45	<p align="center">Panel Discussion on How to Work With a Printer for Customized Print Runs</p> <p align="center"><i>Register at https://bit.ly/3kF8bAo</i></p>	<p align="center">Representatives from Color House Graphics, Sheridan, Total Printing Systems, McNaughton & Gunn</p>
2:00 – 2:45	<p align="center"><i>How to Find and Speak at Virtual Events</i></p> <p align="center">Enjoy a conversation about the benefits and best practices of finding and preparing for speaking gigs in the virtual world</p> <p align="center"><i>Register at https://bit.ly/2PJ0tae</i></p>	<p align="center">Karen Strauss (publisher Hybrid Global Publishing) and Dannella Burnett owner Encore Elite Events</p>
2:45 – 4:00	<p>Break to catch up on your phone calls and emails</p>	
4:00 – 4:45	<p>The Selling Power of Book Design</p> <ul style="list-style-type: none"> • Discover what makes design so important to your book’s sales • Learn the difference between poor, better, and great book design • Give your book a design that reflects your writing and can stand up in the marketplace <p align="center"><i>Register at https://bit.ly/3gRE9qP</i></p>	<p align="center">Michele DeFillipo (1106 Design) and Tami Dever (TLC Graphics)</p>
5:00 – 5:45	<p>Using Social Media for Networking and Book Sales</p> <ul style="list-style-type: none"> • Tips on how to reach your ideal audience • Building momentum before your book is published • 10 easy things every author should do <p align="center"><i>Register at https://bit.ly/2PN5s9Q</i></p>	<p align="center">Carol McManus</p>

**For any question contact:
 Brian Jud
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