



# Selling Books in a COVID world

Discover how to sell to non-bookstore buyers you never thought of for profits you never dreamed of even in uncertain times

## The APSS Free, Virtual Book Selling University January 28-29, 2021

The APSS 2020 Book Selling University was such a huge success we thought we would do it again. And yes, this two-day virtual conference is again 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. Here are some attendees’ testimonials to the APSS 2020 event:

- **You will leave with new ideas, creative marketing tips and a long “To Do” list**  
“I’ve said it a few times in the chat, but I just wanted to say thank you so much for the wonderful conference. It was very useful and much appreciated.” Lynn Robertson Hay
- **Learn where to find and how to contact non-bookstore buyers**  
“A big “thank you” to all the presenters for the conference this weekend. It opened my eyes to sales possibilities I hadn’t yet considered.” Rhonda Lane
- **High content – no hard sell**  
“Thank you very much for hosting the (Book Selling) Conference last week. It was a lot of good information.” Sharon Aubrey
- **Build a lasting stream of long-term, recurring revenue**  
“The amount of useful information for pros and novices alike was mindboggling! No matter where one falls in the spectrum, there is much to be able to put into action immediately. The links to the recorded segments affording the ability to go back over the materials at leisure are invaluable!” Eleanor Jones
- **Become more profitable**  
“I thoroughly enjoyed the sessions you offered on the Virtual Book Selling Conference. Even though I’ve been in the book business for 16 years, I always learn something new.” Jane Wood

- **Discover practical, yet creative book marketing tips and tactics that you can put into place immediately.**

“Thanks for the series of topics and various topic leaders. ... we found some ideas to improve our book sales.” Robert Stone

- **Get customized help for selling your books to non-bookstore buyers**

“Congratulations, on the conference. it was epic! You did an excellent job! it was great! I wasn't able to attend all of the sessions, but the ones I attended were awesome. Thank you.” Willa Robinson

## **30-Minute Personal Consultation on Your Book – January 28 (6:30 – 8:30)**

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. **Register at <http://bit.ly/2JSzolC>** For more information contact Brian Jud at [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org).

### **Recordings**

Registrants will receive a link to the recording of each session they attend. You may also 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 at the 2020 Virtual Book Selling University**

“This conference was terrific, and I thank you for the time, effort, and expertise that went into it. All the presenters delivered the goods. Bravo!” Mary Neighbour

“You all did a wonderful job! Thank you so much. I really appreciate the format as well.”  
Heidi Vertrees

"The seminars have been amazing." Pamela Thompson

“2 DAYS OF WONDERFUL CONTENT!!!! Thank you so much.” Marlene Kopp

“It was fabulous.” Pamela Thompson, Coaching for the Creative Life

"It was excellent! Thanks." Sandi Wright

“Thanks so much for putting on the conference.” Tracy Crump

“... the webinar was informative. Thank you for sharing your expertise.” Lisa Feeley

“Such a great time at the APSS online conference last week! I'm still buzzing.” L. R. Hay

"Awesome. Thank you for organizing this." Senait Abraha

## The Agenda

**Register for any course at Zoom. To register for all sessions at one time, send your contact information to [Kim@bookapss.org](mailto:Kim@bookapss.org)**

Thursday, January 28 (All times Eastern)		
12:00 – 12:45	<p><b>What are special markets and why they are good places to sell books?</b></p> <ul style="list-style-type: none"><li>• Find new sources of book sales in untapped markets for higher profits and limited returns</li><li>• Retail sales through supermarkets, airport stores, gift shops, discount stores, warehouse clubs, specialty stores and more</li><li>• Non-retail sales in large, non-returnable quantities to buyers in corporations, associations, schools and the military</li></ul> <p><b>Register at <a href="http://bit.ly/3s9VT6W">http://bit.ly/3s9VT6W</a></b></p>	<b>Guy Achtzehn and Brian Jud</b>
1:00 – 1:45	<p><b>How to Contact and Get a Reply from Any Prospective Buyer</b></p> <p>Proven techniques to use emails and/or your telephone to get an appointment with – or a response from -- any potential buyer</p> <p><b>Register at <a href="http://bit.ly/3beWYEs">http://bit.ly/3beWYEs</a></b></p>	<b>Guy Achtzehn and Brian Jud</b>
2:00 – 2:45	<p><b>How to Get Media Attention When No One Knows Who the Hell You Are</b></p> <p>Anyone can stand up these days. The real trick is how do you stand out? In a sea of authors, how can we make you visible and appealing to media and your customers? Through this course you will learn the 3 major elements that will take you from being lost in the crowd to being a sought-out author and guest.</p>	<b>Joanne McCall</b>

	<p>Learn how to position your book so that it attracts attention</p> <p>How to create hooks and sound bites that not only attract media, but help you to really sell your book</p> <p>How to stand out in an overcrowded marketing place</p> <p>Techniques for positioning your book</p> <p>The elements for creating hooks and sound bites</p> <p>An online newsroom. What is it, why you need one, and what should go in there</p> <p><b>Register at <a href="http://bit.ly/3b92xEm">http://bit.ly/3b92xEm</a></b></p>	
<p><b>2:45 – 4:00</b></p>	<p><b>Break to catch up on your phone calls and emails</b></p>	
<p><b>4:00 – 4:45</b></p>	<p style="text-align: center;"><b>Panel Discussion for Getting More Publicity in Niche Markets</b></p> <p>The discussion topics are relevant to both beginning and seasoned professionals.</p> <ul style="list-style-type: none"> <li>• The difference between advertising and publicity</li> <li>• Four elements of a successful marketing campaign</li> <li>• How authors become part of the news</li> <li>• Why are niche media outlets important for authors?</li> <li>• When and how should niche marketing be applied?</li> <li>• How do niche media outlets incorporate authors and their books?</li> <li>• How do authors use media exposure in niche media to attract new opportunities?</li> <li>• Common pitfalls to avoid with promoting a book</li> </ul> <p><b>Register at <a href="http://bit.ly/35bjJFt">http://bit.ly/35bjJFt</a></b></p>	<p><b>Marika Flatt, Sandy Smith, Jared Kuritz,</b></p>
<p><b>5:00 – 5:45</b></p>	<p style="text-align: center;"><b>Don't Count Them Out! Selling to Libraries Amidst the Continuing COVID Pandemic</b></p> <p>Libraries are often an untapped source of sales for your books. Learn what is needed to create sales success in libraries. What has changed during our COVID times? What remains the same? Learn from veteran marketer Sharon Castlen and take away valuable tips, strategies, and resources to use in the short- and long-term book production and marketing efforts.</p> <p><b>Register at <a href="http://bit.ly/35hoLA9">http://bit.ly/35hoLA9</a></b></p>	<p><b>Sharon Castlen</b></p>

6:30 – 8:30	<p><b>Meet virtually with Guy Achtzehn and Brian Jud for 30 minutes. Send your book in advance for a case study. There is a charge of \$39.95 per consult for APSS members (\$49.95 for non-members)</b></p> <ul style="list-style-type: none"> <li>• Create a list of prospective buyers for your book</li> <li>• How to find and contact potential buyers</li> <li>• Niche and mass-marketing techniques</li> <li>• Listen to the other consults for even more ideas</li> <li>• You will be assigned a time after you register</li> </ul> <p>Use Paypal account <a href="mailto:brianjud@bookapss.org">brianjud@bookapss.org</a> for payment</p> <p><b>Register at <a href="http://bit.ly/2JSzolC">http://bit.ly/2JSzolC</a></b></p>
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Friday, January 29		
12:00 – 12:45	<p><b>Selling More Books During a Pandemic (retail, military, government, homeschooling, etc.)</b></p> <p><b>Register at <a href="http://bit.ly/2Lbcv9j">http://bit.ly/2Lbcv9j</a></b></p>	Guy Achtzehn and Brian Jud
1:00 – 1:45	<p><b>How To Get Your Book Published By The Right Publisher</b></p> <p>For most first-time writers getting a commercial house to publish your books is a very frustrating undertaking. Based on the smoke and mirrors large houses have presented in regard to how they signing an author, it's no wonder it can be a very confusing and costly process. Rudy Shur, publisher and acquisitions editor of Square One Publishers, has spoken to hundreds of writer's looking to get their book in print. In his presentation he will explain the nine rules that authors need to know before approaching any publisher. By understanding what you need to do along with that you never want to do in your proposal, you can increase your odds greatly to get the right house to produce and market your work.</p> <p><b>Register at <a href="http://bit.ly/2Xgexf4">http://bit.ly/2Xgexf4</a></b></p>	Rudy Shur
2:00 – 2:45	<p><b>Seven Ways To Monetize Your Book</b></p> <p><b>Register at <a href="http://bit.ly/2LmngcW">http://bit.ly/2LmngcW</a></b></p>	Karen Strauss

2:45 – 4:00	<b>Break to catch up on your phone calls and emails</b>	
4:00 – 4:45	<p style="text-align: center;"><b>Copyrights, Trademarks and Avoiding Scams and Lawsuits</b></p> <p>Five legal issues every writer should know. Easy-to-follow information on protecting your work and avoiding legal headaches. Don't lose your copyright by signing a bad contract, or waste money by buying into a scam, or lose sleep by getting sued for defamation. Helen Sedwick helps writers navigate the legal aspects of writing and independent publishing.</p> <p>Helen will help writers understand</p> <ul style="list-style-type: none"> <li>• What they own</li> <li>• How to protect their work</li> <li>• When to ask permission to use work by others</li> <li>• How to spot scams and myths</li> <li>• Why they should treat writing as a business</li> </ul> <p style="text-align: center;"><b>Register at <a href="http://bit.ly/3noyL0K">http://bit.ly/3noyL0K</a></b></p>	<b>Helen Sedwick</b>
5:00 – 5:45	<p style="text-align: center;"><b>How to Create Your Personal Brand</b></p> <p style="text-align: center;"><b>Register at <a href="http://bit.ly/392ocLI">http://bit.ly/392ocLI</a></b></p>	<b>Carol McManus</b>

**For any question contact:**  
**Brian Jud**  
**(860) 675-1344**  
[BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)