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Now you can get all the latest and best book-marketing tips by purchasing one or all of the presentations made during the event. Individual 45-minute recordings are \$14.95 (\$19.95 for APSS non-members). If you want all 7.5 hours of the most up-to-date tips for making more money, purchase links to recordings of all sessions for \$149 (\$199 for APSS non-members). Here is a list of the sessions.

What are special markets and why they are good places to sell books (Guy Achtzehn and Brian Jud)

- 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

How to Contact and Get a Reply from Any Prospective Buyer (Guy Achtzehn and Brian Jud)

Proven techniques to use emails and/or your telephone to get an appointment with – or a response from -- any potential buyer

How to Get Media Attention When No One Knows Who the Hell You Are (Joanne McCall)

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 major elements that will take you from being lost in the crowd to being a sought-out author and guest.

Panel Discussion for Getting More Publicity in Niche Markets (Marika Flatt, Sandy Smith and Jared Kuritz)

The discussion topics are relevant to both beginning and seasoned professionals.

- The difference between advertising and publicity
- Four elements of a successful marketing campaign
- How authors become part of the news
- Why are niche media outlets important for authors?
- When and how should niche marketing be applied?
- How do niche media outlets incorporate authors and their books?
- How do authors use media exposure in niche media to attract new opportunities?
- Common pitfalls to avoid with promoting a book

Selling to Libraries Amidst the Continuing Pandemic (Sharon Castlen)

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.

Selling More Books During a Pandemic (Guy Achtzehn and Brian)

A list of places and ways to get more sales in today's marketplace(s)

How To Get Your Book Published By The Right Publisher (Rudy Shur)

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.

Seven Ways To Monetize Your Book (Karen Strauss)

- Karen Strauss discussed these topics: 1. Using your Book as A Business, 2. Sponsorship, 3. Developing Products, 4. Expert Positioning, 5. Speaking, 6. Creating Multiple Streams of Income, 7. Collaboration Books

Copyrights, Trademarks and Avoiding Scams and Lawsuits (Helen Sedwick)

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.

How to Create Your Personal Brand (Carol McManus)

Ever thought about what people say about you when you're not in the room? That's the question Jeff Bezos says we should all be able to answer. Whether you are a fledgling writer or a bestselling author, your personal brand will distinguish you and fuel your success. Author branding proves that you're the perfect person to solve your readers' challenges. In this session you will learn:

- Essential branding tips to help you craft your persona
- Specific steps to build and sustain a successful brand
- How to create your own style guide
- Secrets that will set you apart from the competition

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Purchase recordings of individual presentations

- How to Get Media Attention When No One Knows Who the Hell You Are (Joanne McCall)
- Panel Discussion for Getting More Publicity in Niche Markets (Marika Flatt, Sandy Smith and Jared Kuritz)
- Seven Ways To Monetize Your Book (Karen Strauss)
- How to Create Your Personal Brand (Carol McManus)
- What are special markets and why they are good places to sell books? (Guy Achtzehn and Brian)
- Selling to Libraries Amidst the Continuing Pandemic (Sharon Castlen)
- Selling More Books During a Pandemic (Guy Achtzehn and Brian)
- How to Get a Reply from Any Prospective Buyer (Guy Achtzehn and Brian)
- Copyrights, Trademarks and Avoiding Scams and Lawsuits (Helen Sedwick)
- How to Find and Work with a Publisher (Rudy Shur)
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