

The 2015 Southern California APSS Book Selling University

**Do you want to sell your books
in large quantities with no returns?**

If so, you are eligible for this special event

Attend our one-day Southern California Book Selling University on September 12 and you can become more profitable selling your books in ways that you never imagined and to people you never knew existed — in large, non-returnable quantities.

It will be held from 8:30 am to 4:00 pm at the Skirball Cultural Center, 2701 N. Sepulveda Blvd. Los Angeles, CA

Attendance is limited to the first 50 people to register

“Every independent publisher who is working to increase their sales must attend this conference.” Erika Liodice

“I recommend this program to anyone seeking to sell more books.” Laura Dobbins

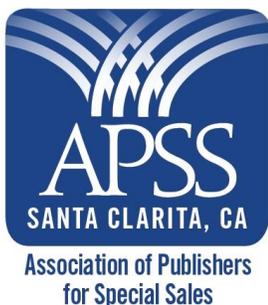
Discover creative ways to increase your profitable sales.

Find out how to sell *your* books (not just books *like* yours) in large, non-returnable quantities to businesses, corporations, associations, schools, government agencies, the military and non-bookstore retailers.

Leave with a list of prospective buyers in the types of companies and organizations than can lead to long-term, recurring revenue

Discover practical book marketing tips and tactics that you can put into place immediately.

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Agenda for the APSS Southern California Book Selling University

8:00 – 8:30 Coffee and networking

Session 1: Welcome, general information, definitions and types of programs – Brian Jud

Describe target consumers: Businesses, organizations, schools, associations, fundraisers, giveaways; how and why they may use books as promotional items

Session 2: Who to contact (Non-Retail) – Brian Jud

General prospecting strategy - start small and local, then move regional and national; people to contact in each segment; demonstrate how to reach contacts online (local newspapers; Manta, Google, company websites)

Session 3: Niche Publicity - Antoinette Kuritz

Garnering publicity for you and your book is an essential part of creating the platform that will enhance your sales. Bring your title, a twenty-five word description of your book, and a ten word description of your market to this interactive and informative class

Lunch, networking

Session 4: Who to contact (Retail) – Brian Jud

Demonstrate how to find buyers and contact people in each segment;

Session 5: Positioning Your Book For Success in Non-Bookstore Markets -- Ellen Reid

How to present your book so that non-bookstore buyers will want to order it and their customers will want to buy it.

Session 6: How to Sell Books on Facebook and Brainstorming Ideas for Selling Your Books – Antoinette, Ellen and Brian

“After listening to Brian and Guy, I emailed the exact person I wanted to reach out to and was able to get a conference call with him. This well-known person loved my vision, my passion and my story. I am so thrilled, and it is huge for my vision of what I wanted.”

Pamela Bryson-Weaver

“I sold 500 books to an Urban League two weeks ago. Not much in terms of one sale, but guess how many Urban Leagues there are in the US?”

Simone Spence

Register now at <http://www.bookapss.org/conferences/conf2015/registration.php>

Your Coaches for the Day



Brian Jud is the Executive Director of the Association of Publishers for Special Sales (APSS). He is also an author, book-marketing consultant, seminar leader, television host and President of Premium Book Company that sells books to non-bookstore buyers on a non-returnable, commission basis.

Brian is the author of *How to Make Real Money Selling Books (Without Worrying About Returns)* and *Beyond the Bookstore - a Publishers Weekly® book*, a primer on non-bookstore marketing. He has written and published five titles on career transition that are distributed internationally, and is the author of the eight ebooklets *with Proven Tips for Publishing Success*. And Brian is creator of the series of Book Marketing Wizards and editor of the bi-weekly newsletter, *Book Marketing Matters*.

Brian conducts semi-monthly book marketing webinars and is a speaker in the series of *Masters of Marketing* seminars held in cities around North America.



Antoinette Kuritz is a literary publicist, book project manager, the founder of the La Jolla Writers Conference (www.lajollawritersconference.com), and the host of Writer's Roundtable Radio Show. Her clients range from NY Times bestselling authors to those who are self-published. She and her colleagues help authors hone ideas, define audiences, build platforms, decide the best route to publication, even providing publishing assistance, distribution advice and contacts, and PR & Marketing. The goal of her firm, STRATEGIES (www.strategiespr.com), is to educate authors and publishers while assisting them in making the best possible decisions for their writing and publishing careers.



Ellen Reid is a powerhouse when it comes to positioning and promoting people, products, businesses and books

She draws on an eclectic background that includes extensive exposure to business, advertising, sales, marketing, and even entertainment. This unusually broad spectrum of experience both widens and deepens her awareness and insight into just what clients need to propel them to the next level.

Ellen follows the core principle that it takes experts to create an outstanding result. Having established a network of seasoned professionals in a range of creative fields that support positioning and promotion, Ellen has proven time and again her skill at assisting clients in more effectively reaching and motivating their target market or audience, no matter what their endeavor.

The sponsor of three respected book awards contests, Ellen is an award-winning author, speaker, Book Shepherd, and recipient of numerous professional accolades, including the prestigious Beverly Hills Premier Book Consultant award six years running. She is also a member of the Beverly Hills Business Hall of Fame. Ellen Reid is the person people look to when they require nothing less than excellence.

Registration Fees (limited to 50 people)

Prior to the event: \$139
APSS members: \$109
Day of the event: \$150 (If space is available)

Register now at <http://www.bookapss.org/conferences/conf2015/registration.php>

For more information contact: BrianJud@bookapss.org

Special Payment Options

Discount for a spouse or each additional employee from the same firm
Gift certificates available (Contact BrianJud@bookapss.org)

Refund Policy: APSS will refund 50% of eligible payments until September 1.
No refunds after September 1

Why Should You Attend?

There are many conferences that tell you how to sell (returnable) books to bookstores and how to stand out by using Twitter and Facebook. Well, we intend to show you how to sell your books by the trainload. More than half of all books sales are made to non-bookstore buyers. You will discover how to find those markets and sell your books to them in large, non-returnable quantities. You can double your book sales profitably simply by doing what you learn at this APSS event.

Invest in your future. One idea could turn your investment into a thriving, profitable business

“Excellent. Well worth the investment.” Jim Riviello

“Lots of relevant, timely and specific information for writers and publishers. Very empowering!” Ruth Crocker

Meet with other like-minded people who are willing to invest in their future—you will be among the cream of the crop of serious, independent publishers and authors: people willing to share information for mutual support

“... an intense, dynamic and fascinating event. I acquired an enormous amount of valuable information and made great contacts!”

Jan Kardys

Attendees are the people who “get it”. They know that if their business is going to be successful, it’s up to them to create, find and implement savvy marketing strategies to make their book sales soar

Networking rocks! Starting relationships with people who have similar goals will benefit you well into the future. This event will be a productive way to socialize. There is free time for you to mingle with the speakers, exhibitors and other attendees.

"I learned enough new things, got enough new ideas and connected with enough great people to easily justify the time and cost of attendance."

Gail Woodard

Talk with the speakers and discover new ways to sell *your particular book* – not just books *like* yours.

"I was so impressed with the speakers and content, and I left feeling inspired and excited about the knowledge I gained and the new contacts I made."

Erika Liodice

Active learning is more motivational; you are more likely to implement the ideas you hear—the personal interaction compels you to action with a greater likelihood of positive results

Ask your questions while the topic is being discussed. You also can learn from the questions of others – many times on topics you wouldn't think to ask.

This event is "content-heavy" with personal interaction for information customized to your books.

" ... I now have some immediate actions." Kim Catalano

There will be a large quantity of information on a variety of interconnected topics. You will learn from experienced and successful professionals whose interrelated content can help you exponentially.

"A hands-down must for authors determined to make money from their book and for independent publishers wanting to expand their business." Laura Larson

For More Information Contact:
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Bonus Teleseminar on January 12, 2016

Get answers to questions that came up while selling your books

You will leave our conference with many book-marketing ideas. After a few months of putting them into action, you are sure to have more questions. On January 12, Guy and Brian will host a free follow-up teleseminar. We can give you even more help by tweaking your strategies and offering alternative ideas. The teleseminar will be “live” ... and those who attended the APSS conference will have the opportunity to ask questions.

“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

“ Now if our heads do not explode with knowledge we can put a few things into practice.”
Nadine Yawn

“... truly a very worthwhile event.” Tana Thompson

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