

The 2017 APSS-Washington State Book Selling University

Learn to Earn: The Power of Special Sales for Publishers and Authors

How you can sell more books in large, non-returnable quantities

727,125 ISBNs were assigned by Bowker in 2015. You can compete against these books in bookstores, or differentiate yourself and sell to non-bookstore buyers with no competition. These could be to people shopping in supermarkets, museum gift shops, airport stores or other retail outlets. Or they could be buyers in corporations, schools or the military.

Brian Jud and Matthew Bennett have 25 years of experience selling books to non-bookstore buyers. Matthew has developed a simple, ten-step system through which he has sold over 5,000,000 books to non-bookstore buyers. You can use this system on a limited budget, you don't have to be a professional sales person, and you can sell your books without leaving home.

Here's the best part -- you can have other people sell for you, and you keep most of the money. Brian and Matthew have done it and they will show you how you can, too.

This system can work for fiction, non-fiction, children's books, cookbooks, memoirs, and maybe even poetry!

We're offering an excellent opportunity for you to learn from these experts about how you can sell more of your books – perhaps 10,000 at a time -- more profitably. They won't be returned - - and the buyers pay the shipping charges.

Book Selling University FULL DAY Workshop on Friday, January 27, 2017

This APSS conference will give attendees the tools and the knowledge to achieve more (and more-profitable) book sales:

- What are "special sales" and how can they help you sell more of your books?
- What are the key elements of successful book marketing you need to know to get bulk buyers' attention?
- Learn how you can sell your books in large, non-returnable quantities
- Learn where to sell your books to maximize per-copy profit
- Learn how to craft marketing language and strategies to sell your book

Full-Day Workshop on January 27

Sign up now to join us
for a one-day extravaganza sponsored by APSS-Washington State

Register at <http://bookapss.org/conferences/washington/registration.php>

You can become more profitable selling your books in ways that you never imagined and to people you never knew existed.

It will be held on January 27, from 9:00 am to 4:00 pm at Bellevue College, Bellevue, WA
ROOM D106, 3000 Landerholm Circle SE, Bellevue, WA 98007-6406

Attendance is limited to the first 50 people to register

Discover creative ways to increase your profitable sales.

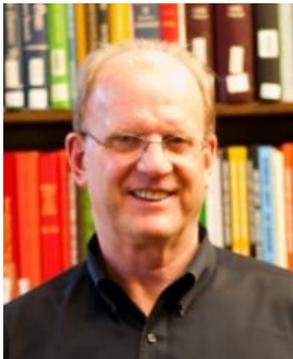
Find out how to sell *your* books (not just books *like* yours) in large, non-returnable quantities to businesses, corporations, associations, schools, government agencies, the military and non-bookstore retailers.

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

Your Coaches for the Day



As an author **Matthew Bennett** has sold over 5 million books that have raised millions for charities, all with plenty of media coverage. Matthew's client list includes a wide range of Fortune 500 companies as well as some of the world's largest nonprofits. Possessing an award-winning marketing and sales background, his primary focus over the past several years has been developing educational products to motivate and guide aspiring authors (see www.BTDT.com). He has served as State Commissioner with CA Special Olympics and March of Dimes Volunteer of the Year, consulted for both the Governor's Council and President's Council on Physical Fitness, lectures frequently, coached thousands, and was a part-time Life Coach on Bravo's Millionaire Matchmaker.



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 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.

Agenda for the Book Selling University

8:30 - 9:00 am Coffee and networking

Welcome: Ethan Yarbrough, President of APSS-Washington State will introduce the speakers at today's workshop. And it *will* be a workshop where you will be actively involved with creating your future in non-bookstore marketing. Following the introductions, attendees present their book to one another in a roundtable discussion. This will be a great way to increase awareness of your work and make valuable connections with others in the writing and publishing community.

Session 1: Identifying and understanding target consumers. Brian Jud explains how to discover who your target consumers may be and how they use books as promotional items and for other business objectives.

Session 2: Identifying and understanding retail and non-retail partners, by Brian Jud

- **Where to find non-bookstore retail buyers** – in airport stores, supermarkets, discount stores, warehouse clubs and more
- **Where to find buyers in corporations, associations, schools and the armed services**
- **Why you don't have to be an experienced salesperson** to succeed
- **Become more effective** -- how to find the people who can buy your books
- Simple methods **to find and get through to the decision-makers** at any size company
- How to **get corporate buyers to use your book as a gift or promotional item**

Session 3: Outselling Bestsellers: Matthew Bennett leads you through proven techniques:

- **The many advantages of making one giant deal instead of hundreds of little ones**
- How to reach and **help more people, make more money and eliminate risks**
- **How to create persuasive emails, basic telephone scripts** and a host of other support documents
- What a **well-designed website** can do for you and your business
- The **power of professional editing**
- How sponsoring companies can buy your book and **do deals worth tens-of-millions of dollars** that won't cost them a single penny
- The importance of **asking powerful questions** (and avoiding "yes-no" questions).
- How to **blast through obstacles, fears and excuses** of all kinds, like "I have no time," or, "I have no money"
- **Why you don't need to spend a lot of money** on high-tech or elaborate presentations to do really big deals (not even PowerPoint)

Register now at

<http://bookapss.org/conferences/washington/registration.php>

Registration Fees (limited to the first 50 people)

Non APSS members: \$119

APSS members: \$ 99

Day of the event: \$139 (If space is available)

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 January 1. No refunds after January 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

“I found the presentation to be quite helpful and inspiring. Prior to your talk I had not considered many of the alternative markets that you discussed.” Jacqueline S. Gutierrez

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

“I was impressed with the amount of new information about the publishing business of which I had previously no clue. I was able to follow everything, and it made sense to me.”
Eleanor Jones

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.

“The event was EXCELLENT! It was so beneficial and all of the attendees felt their expectations were exceeded.” Willa Robinson

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.

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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"I found it extremely informative and timely. I wrote my first book 3 years ago. I fumbled around attempting to market my book through various pathways. All to no avail. If I had to do it over again, I would write the book but would not attempt to market it until I attended a workshop such as yours. The information you shared with us is invaluable. It is perfect for "would be" authors. Again, thank you so much." Judy Gray Johnson

"I received very much value from my attendance at the Book Selling University! The piece of information that impressed me the most was that I should not concentrate on selling my book, rather the information in my book. That gives me a whole new perspective." Eleanor Jones