

Do You Want to Make More Money Selling Your Books to Non-Bookstore Buyers?

Each month we will have a webinar focused on selling your book to non-bookstore buyers. These could be in corporations, small businesses, associations, schools, retail buyers and many more.

**If we can't give you at least five new ways and places
to sell your books, we will return your money
and *pay you \$50***

Would you like to have a detailed, customized sales plan for *your book*?

During each webinar we will personally evaluate three different books. We will point out profitable segments in which to sell it, creative sales opportunities, and unique marketing ideas. **Your book can be one of them.** It's like having your own private consultant. This is a One-of-a-Kind Offer that has never been done in the book-publishing industry.

Learn more about 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.

We will consult on three books each month. You may listen to others' consults about selling books to get the answers to questions you never even thought to ask.

Get better prepared to market your books in ways you never considered.

Find out not just *who* to contact for your book, but *how*, *when* and *why*.

**How much does it cost to attend? How much will it cost
you not to attend?**

If you would like to have your book be one of the three that receives customized, in-depth strategizing, the fee for APSS members is \$39.95 (\$49.95 for non-members).

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*.

We will conduct the consults from 6:00 to 7:30 (limited to the first three who register for each event) on these dates:

March 24: Get a 30-minute consult (with the \$50 guarantee)

April 21: Get a 30-minute consult (with the \$50 guarantee)

May 19: Get a 30-minute consult (with the \$50 guarantee)

Attend these webinars for free (6:00 - 7:00 pm):

March 19: How to sell children's books to non-bookstore buyers

April 9: How to sell fiction to non-bookstore buyers

May 14: Pre-publication marketing activities for a profitable launch

Future dates and topics to be announced

To register, we will need two copies of your book. You will receive the address to which to send them and the link for the consult upon our receiving the payment. To make the \$39.95 (for APSS members, and \$49.95 for non-members) payment per title, please use Paypal account brianjud@bookapss.org or contact brianjud@bookapss.org for other payment arrangements.

Not an APSS member? To join or to learn more about APSS go to <http://pro.bookapss.org/join-application>

Brian Jud

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Your co-hosts for these webinars are Guy Achtzehn and Brian Jud

Guy Achtzehn is an experienced, creative and strategic sales pro . He is President of The Marketing & Sales Group (MSG) and The Promotional BookStore. MSG is a leading Premium & Incentive Marketing firm focused on B2B merchandise sales for dozens of Corporate America's Top Consumer Products. He represents such brands as Black & Decker/DeWalt, Bulova, Coleman, Fuji, Kate Spade, Leatherman Tool, Ralph Lauren, Trek and others. The Promotional BookStore (PBS), is the largest book source in the \$19 Billion dollar Promotional Product Industry. With thousands of titles to choose from, PBS's 65,000 sales agencies and distributors offer books on every subject to their corporate client base.

Brian Jud is a noted special-sales expert and author of *How to Make Real Money Selling Books (Without worrying about returns)*, and *Beyond the Bookstore* (a *Publishers Weekly* title). He is the editor of the *Book Marketing Matters* special-sales ezine and creator of the Special Sales Profit Center with Oracle Corporation. Brian is the host of the monthly *Book Marketing 201* webinars presented with SPAN. He is also president of Premium Book Company, offering commission-only sales to buyers in non-bookstore markets.

