



THE SALES INFORMER

Association of Publishers for Special Sales

A monthly e-zine dedicated to helping APSS members sell more books to more buyers, more profitably.

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Here is your June 2014 issue of *The Sales Informer* ezine. We intend this to help APSS members sell more books to non-bookstore buyers. This newsletter is sent only to paid APSS members. If there were any problems with this delivery, please let me know.

Save the Dates for the Second Annual APSS Sales Conference

(Update from the Executive Director of APSS - Brian Jud)

We will have the 2014 APSS annual event on October 24-25 in the Embassy Suites Hotel at the Philadelphia airport. There will be different topics, speakers and events to help you sell more books in large, non-returnable quantities. Save the dates and more information will be coming soon. Here are some of the highlights we have in store for you:

Opening presentation by Dan Poynter

Keynote presentation by John Groton former Vice President, Special Markets, Random House

More "How Tos" for selling your specific book, by Guy Achtzehn

"I woke up at 2:15 am buzzing with all the new ideas I learned. That was just after the first afternoon!" Laura Larson, 2013 APSS conference attendee

APSS is a vibrant, dynamic, growing organization dedicated to the success of our members. We will continue to deliver on our promise to provide members with information, assistance and benefits that will help you sell more books, make more money, and raise your standing as experts in your field.

APSS Tip for Finding Potential Non-Bookstore Buyers

When asked who their target reader is, many authors reply, "I do not know," or "everybody who likes (their topic)." Either answer will reduce your sales and profits. If your book is for everybody, how much would it cost you to reach them frequently enough to make an impact -- if you could find a way to do so?

Consider Gloria Boileau's title, *Stop The Fear! Finding Peace in a Chaotic World*, a book about ways to resolve fear (<http://www.gloriaboileau.com/>). Her premise is that everyone is afraid of something, at some level. But how can you tell "everyone" the ways in which your book will help them? One way is to divide your target readers in categories. Using these techniques, Gloria might address the people who are afraid of flying, dying, being in a relationship or other types of fears.

Remember that you are marketing to *people*, not to segments. So who is the typical person in each

segment who will actually purchase your book? If you can describe those individuals and the problems that consume them, you can communicate the ways in which the content of your book can help them.

Continuing with the title *Stop The Fear!*, what if “soccer moms” were singled out as a target segment? These mothers might be fearful for the safety, health and future of their children. In this case, Gloria would define the typical “mom” who will benefit by reading her book, in terms of age, education, life style and geography. She would seek answers to the following questions, defining the “typical mom” and creating a composite of the person to whom she will market.

- What is her average level of education?
- About how old is she?
- How much money does she make?
- To what ethnic or religious groups does she belong?
- In what leisure activities does she participate or watch?
- What magazines and newspapers does she read?
- In what current events or issues is she most interested?
- Is there a particular life event she is facing (e.g., divorce, career balance, childbirth)?
- What makes her happy? Unhappy?
- What are her problems or ponderous issues?
- What organizations or associations does she join?
- To what radio and television shows does she listen/watch?
- Are there geographic concentrations of prospects?

How can you reach her?

Top Ten Tips for Your Sales Success -- From APSS

Top 10 Ways to Open Your Sales Presentation

1. **News.** Relate your presentation to a recent, important event
2. **Primary Benefit.** Quickly present the outstanding benefit of your content
3. **Reward.** Show how your recommendation can help them reach their objectives
4. **Emotion.** An emotional quote from a well-known person in your field
5. **Prop.** Show your book with your prospect's logo on the cover
6. **Gimmick.** An unexpected way to get attention
7. **Challenge.** An easy-to-solve test
8. **Question.** Ask an open-ended question to stimulate conversation
9. **Curiosity.** Get attention with a different twist on your proposal
10. **Directive.** Get people to stop and think with a direct, concise call for action

APSS Tip for Making Persuasive Sales Presentations

Prepare a presentation script, but use it as a tool not a crutch. If you simply read from it, your presentation will not come across as extemporaneous. Use it to stay on track while you speak freely enough to release your personality and build rapport. Write an upbeat and informative script, giving structure, sequence and proper form to your fervor. Begin with an outline of what you want to say.

One way to help write your initial script is to record your presentation and transcribe it. Read it out loud

and make changes to improve its flow and content. As you add emphasis to certain words, mark them so you remember to accent the same words later. Reading it out loud will help you control your pace and timing.

A script will help you decide which visuals to use at the appropriate times in your presentation. Once you have made your point, decide which visuals will help you make it. It could be a Power Point slide at one time, your book at another or your sales literature at another.

Make it easy for your prospects to follow what you are saying. They'll remember it better—and you will too. A script will help you make a key point. If you ramble, you can lose your buyers.

Book Marketing Blogging Tips For Authors **By Brian Feinblum**

Book Marketing Blogging Tips



1. If you don't have a blog today, start one now. Don't wait, don't debate it, don't bullshit yourself into thinking you don't want one, that you can't find the time, that you have nothing to say.

2. If you have a blog, make sure you are blogging at least two or three times a week, and five to seven if possible.

3. Your blog posts do not have to be very long -- sometimes just 300-500 words will suffice. But it's good to alter your blog post length so that readers see a varying depth to what you have to say.

4. Determine what you generally will blog about and start to map out your own editorial calendar. Try to work at least a week in advance of

publishing any post. The more material you can write and save up, the better you'll be for times when you are busy, or on vacation, or just tired and brain dead.

5. Look at other blogs -- decide what you like and don't like about them and then incorporate the best elements into your own style.

6. Have catchy headlines for each post -- that's what draws people in and helps you with SEO.

7. Feel free to fill your blog with content from others. Perhaps you post interviews there or you comment on the blogs or articles of others. Or you have guest bloggers post something.

8. Be yourself and form a blogging persona. Will your voice be one that is witty or angry or sad? Will you be an advocate or an educator? Will you entertain or inform? Will you invite debates and push buttons or will you tell stories and share ideas or advice? Just how provocative do you feel comfortable being?

9. Edit carefully and be sensitive toward choices.

10. Know the difference between fact and opinion, truth and lies, news and features.

11. Respond to those who post comments on your blog.

12. Be willing to experiment.

13. The blog helps define your brand, so make it consistent with whatever else you do or seek to accomplish.

14. Litter your content with good keywords.

15. Your blog is not a substitute for a Web site or Facebook page. You need all three.

16. Design your blog well:

- Short paragraphs
- Use headers and bullet points
- Bold key items
- Provide lists and number items
- Use a readable font
- Add relevant images

Lastly, if you read your post just before publishing it and you feel like it doesn't wow you, don't post it. There's too much mediocre, ordinary, or boring content circulating. Don't add to that. Write something that sticks out, that you feel passionate about, and that you can envision others liking enough that they feel motivated to share it with others.

Brian Feinblum's views, opinions, and ideas expressed in this blog are his alone and not that of his employer, the nation's largest book promoter. You can follow him on Twitter @theprexpert and email him at brianfeinblum@gmail.com. He feels more important when discussed in the third-person.

What's The Big Idea?

Editorial by Brian Jud

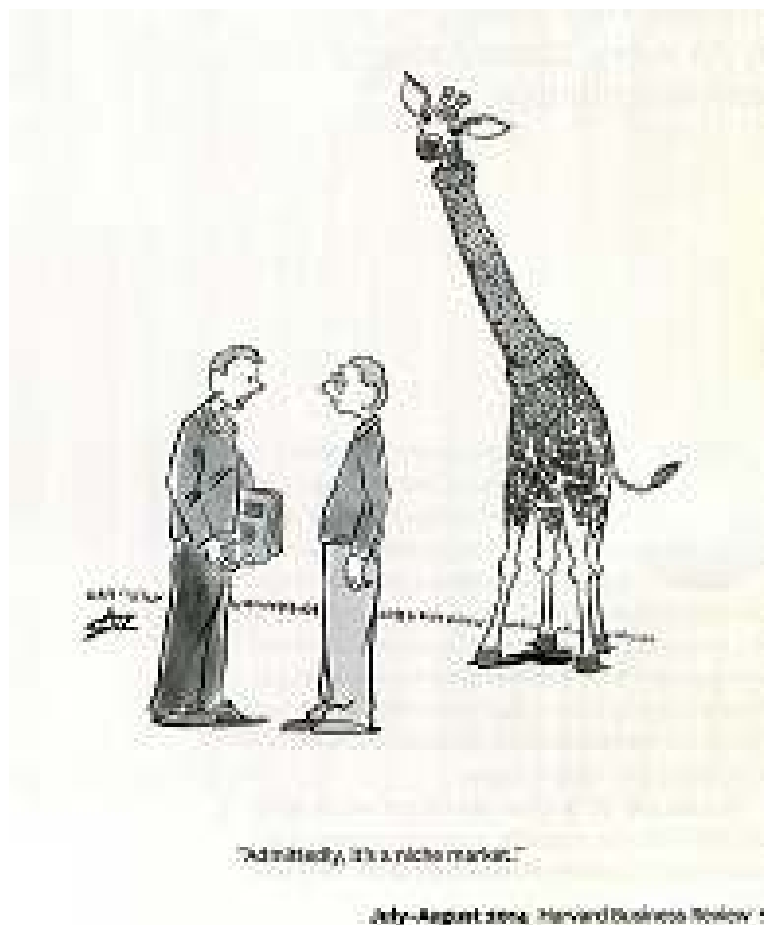
Some people looked at Goliath and thought he was too big to hit. David looked at him and thought he was too big to miss. You might look at the non-bookstore market for books and think, "Is that market big enough to approach, or is it too big?" The answer is *yes*. A special-sales market of \$14 - \$16 billion is too big to pass up. However, it can be too big a market in which to compete profitably -- if you look at it as one goliath market.

The essence of special-sales marketing is the concept of *segmentation*, the act of breaking the mass market down into smaller pieces, each containing people with similar characteristics and buying motives. Divide your sales opportunity into "mini-markets," each with varying degrees of suitability for your title. Each potentially profitable segment should be:

Unique. A segment should be made up of people who have similar attributes and purchase in comparable ways. See the "soccer moms" description above in the "APSS Tip for Finding Potential Non-Bookstore Buyers."

Accessible. You should be able to contact the potential buyers directly or through select media.

Substantial. A segment should have enough prospective buyers to make it worthwhile. Forecast the number of people who might buy your book and run the numbers. Will it be profitable to spend the time and money to reach them?



Caption: "Admittedly, it's a niche market."
From the July-August 2014 *Harvard Business Review*

APSS Conference Spotlight -- John Groton
Keynote Speaker at the APSS 2014 Sales Conference
October 24 – 25, Philadelphia, PA



John Groton began his publishing career at Simon & Schuster in 1980. His focus then, and throughout his career, has been on non-traditional channels, and distribution. From 1990-2007, he worked for Random House where he was Vice President, Special Markets, Vice President, Sales Director of the RH Trade Group, and Vice President of Business Development for their Publisher Services Division.

Since 2008, John has worked for Globe Pequot Press, National Book Network, Innodata and most recently, Quarto Publishing Group USA. All of his positions have involved sales, sales management, distribution, and business development. John lives in Stonington, CT, is married, and the father of two daughters.

Meet A Member - Anne C. Graham
Author. Speaker. Accelerator



As an acclaimed author, speaker, and a profit-and-growth accelerator whose entertaining stories create the *AHA! Moments* we all need, Anne C. Graham shares exactly what business leaders must do to stop saying “we don’t have the budget for that” and fund their business bucket list more quickly and easily, even if they can’t take on more debt.

Anne’s take-it-to-the-bank solutions were developed over more than twenty five years of corporate turnarounds in manufacturing, high-tech, pharmaceuticals, financial services, professional services, and telecom. Her new book *Profit in Plain Sight: 5 Principled Paths to Passion, Profit and Growth*, shares time-tested, proven, practical solutions that can be implemented in less time than executives are currently spending on email!

Anne works hands-on with clients committed to excellence, inspires thousands business leaders annually as a Speaker of the Year, and shares Solutions in Plain Sight on her weekly syndicated radio show. She teaches and mentors MBA students at the University of British Columbia, is a passionate boater on the coast of British C, and enjoys Whistler’s ski hills.

APSS Partner Profile -- The American Authors & Publishers Guild



The AAPG Board, l to r: Cathy Gibson, June Hyjek, Richard LaPorta (President) and Chuck Miceli

The American Authors & Publishers Guild (AAPG) brings together high-quality authors, publishers and service providers, working to promote and sell books and industry-related services in a collaborative and supportive culture. This issue of quality, particularly in self and independent publishing, is a founding value of AAPG and the reason the organization was formed.

With the vast array of publishing options today, just about anyone can get a book out into the market. Unfortunately, quality control has not yet caught up and many books get published without professional editing or design, resulting in a glut of poorly written and badly produced books side by side with those from professional authors and publishers. Readers, retail outlets, libraries, corporations and associations have become distrustful of books that aren't by famous authors and the very large, well-known traditional publishers. This hurts everyone – readers, authors, publishers, the entire industry.

By working with quality professionals, AAPG intends to change that perception of self and independent-published books. With a review process in place for admission into the organization, AAPG can ensure the quality of each of its members' books in its promotions. With this assurance, AAPG has formed relationships with bookstores, event venues and libraries, opening valuable doors for its members while providing the opportunity for the market to discover the high quality books that exist in self and independent publishing.

APSS Tip for Negotiating Large-Quantity Orders

When you negotiate without too much experience, every opportunity looms ominously. You may feel the pressure to “make it or break it.” But after you have been doing this for a while, the size of a potential sale is relative, and you feel less pressure to close the small orders – they seem to come naturally. But once in a while you get an opportunity for a potentially enormous order that, with recurring revenue, would give you long-term financial security. Do not let the thought of potential failure overtake you or it can reduce your chances of closing the sale.

Stop Reading, Start Writing

By Jeff Davidson, MBA, CMC



Most people agree that having an article published is a worthwhile endeavor. At speaking engagements, I frequently point out that if you stop reading the Sunday paper a few times every couple of months and devote that time to writing an article, in the course of the year you could have three or four articles written and, perhaps, published.

By the end of three or four years, you might have between six and ten articles published. This would put you in the upper one percent of the population in terms of being in print.

Think of all the times that you read the Sunday newspaper or news via the Web and within three days forgot 95 percent of it. Analyze what the continual reading of the newspaper has done for your income, career, and life in general, and you'll agree that you could skip reading the newspaper

now and then, write an article, and enjoy the benefits of getting published.

Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information.

Authors: Use Alliteration for Illumination of Your Book Title

By Scott Lorenz



Alliteration is a very useful literary tool. Alliteration is simply defined as the occurrence of the same letter or sound at the beginning of adjacent or closely connected words and also the repetition of an initial consonant sound, as in "a peck of pickled peppers." Incorporating alliteration into your book title can help people remember your work and it will stick out in people's minds. Here are a few examples of books with alliteration in their titles:

The Teeny Tiny Teacher by Stephanie Calmenson
The Magical, Mystical, Marvelous Coat by Catherine Ann Cullen
Of Mice and Men by John Steinbeck
A Tale of Two Cities by Charles Dickens
The Great Gatsby by F. Scott Fitzgerald
Pride and Prejudice by Jane Austen
Sense and Sensibility by Jane Austen
Love's Labor's Lost by William Shakespeare
The Pickwick Papers by Charles Dickens
The Princess and the Pea by Hans Christian Andersen
Fahrenheit 451 by Ray Bradbury
Caesar and Cleopatra by George Bernard Shaw
The Wonderful Wizard of Oz by L. Frank Baum
Tinker, Tailor, Soldier, Spy by John le Carré
The Wind in the Willows by Kenneth Grahame

Roger Parker of personalbrandingblog.com explained on his website, "Sometimes the most important lessons in personal branding are the simplest ones, like using alliteration, or repeated "hard" sounds, to make the title of your brand-building book stand out and be easy to remember." You want readers, fans, and your potential audience to enjoy your book's title. Alliteration can help that title roll off the tongue nicely. If your book's title is memorable and fun or easy to say, people will talk about it. The alliteration will stand out in conversation or in the review section of a website.

According to Mike Ball, author of '**Banjos, Boats and Butt Dialing**', alliteration can be a very effective tool for a humorist. Ball explains, "I rarely use it for serious subjects but judiciously used, alliteration is an author's best friend. Since humor is all about timing, alliteration forces the reader to participate in the timing you are trying to set up. That's why my book title 'Banjos, Boats and Butt Dialing' gets people to laugh before they crack the cover."

As J.R.R. Tolkien observed, alliteration "depends not on letters but on sounds." Thus the phrase know-nothing is alliterative, but climate change is not."

Domey Malasarn from the website "The Literary Lab" feels that alliteration can belong in titles as well as within your book. "I have used it on occasion myself in places where I thought it was helpful. For example, if I had a sentence like 'Alfred was furious.' I might revise it to "Alfred was angry." because to me it pairs the subject of the sentence with his emotion a little more powerfully."

Puja Lalwani of buzzle.com explains, "The importance of alliteration should not be undermined as just another literary device that is beyond comprehension. It is highly useful and most invaluable, whether just to drive a point home, make for a fun read, or as a marketing tool that will leave your product etched in the mind of the consumer."

On the website, helium.com, Stella McIntyre perfectly outlines the benefits of using alliteration across various mediums. "Although most commonly used in literature, most particularly poetry, alliteration can also be found in non-fiction writing: leaflets, newspaper headlines, advertising and merchandising. Its effect is twofold. Firstly it draws attention to and emphasizes a phrase and secondly, it can create connotations that significantly add to the understanding and enjoyment of a writer's meaning."

The Bottom Line: Alliteration in book titles will help people remember your book title because it will help your work stand out and engage your reader before they even open your book.

Learn more about Westwind Communications' book marketing approach at <http://www.book-marketing-expert.com> or contact Lorenz at scottlorenz@westwindcos.com or by phone at 734-667-2090. Follow Lorenz on Twitter @aBookPublicist

Who Wants Your Tips Booklet?

Paulette Ensign



Have you been thinking about writing a book or a tips booklet, and so far you've only gotten as far as thinking about it? It seems like such a good idea in theory. So many people around you are writing them and telling you to do so, too. And all you see is a big boulder on your path, keeping you from starting much less finishing even a small tips booklet. There is a way to do this, and almost fool yourself into getting it completed. In fact you may already be there and haven't realized it.

One way is to write a Top 10 List. Yes, a single Top 10 List of tips and suggestions you already easily and naturally tell people from your expertise when you speak, consult, or teach in some way. Create ten tips, starting with a positive sentence telling the reader what to do, followed by one or two sentences that explain "why" or "how."

Sounding a bit easier already, isn't it? This is one list of ten things you are already saying. In fact, you may even have a Top 10 List in an article you wrote, published or not, that now sits in the archives of the hard drive on your computer. Or it could be a handout you developed for a speaking engagement, workshop, or teleclass you delivered or plan to deliver. Those files are ideal if the tips are still relevant to your current expertise and your current focus.

Even if you have never done a Top 10 List article or a handout, the mere suggestion probably has ideas bubbling up in your thinking. Or you've done one or more lists, and you're feverishly searching your computer to find them or re-create them since they evaporated with the last hard drive crash you had.

Do that one list. Then do another Top 10 Tips list. Depending on whether you want to ultimately have a booklet of 52 tips (for focusing on one each week) or 101 tips, (which, with a little help becomes 104 tips, enough for one a week for two years!), you are much more likely to get your booklet completed by doing 10 tips at a time. Plus that gives you grist for articles and handouts, too! Multitasking and leveraging at its finest.

ACTION - Look at what you already have that you forgot about. The articles, handouts, drafts of articles and handouts, workshop and speaking outlines, client notes, and anything else that has tips in it are ready for harvesting and re- purposing. Release any concern you have about repeating information you've already shared. Repetition is part of teaching and learning. The tips booklet is likely to be used and will surface more often than a printed or electronic Top 10 list handout or article. That means the same content compiled or expanded as a booklet is also an ongoing marketing tool for your company's products and services, and becomes a product unto itself that is a new revenue stream for you. All of that from several Top 10 Tips Lists.

How Is Trade Marketing Different From Non-Bookstore Marketing?

By Brian Jud



You are familiar with the process of selling books through bookstores, bricks and clicks. But there is another way to sell books, and it could be more profitable for you. That is special-sales marketing -- also called non-bookstore marketing or non-traditional marketing. It is the process of sell books to buyers other than through bookstores.

Special-sales marketing is divided into two areas: retail and non-retail. Examples of special retail markets are discount stores, warehouse clubs, airport stores, gift shops, supermarkets, etc. Non-retail opportunities may be found among buyers in corporations, associations, schools and the military.¹

Regardless of you call it, selling books to non-bookstore buyers is not or a *different* way of doing business, it is a *new* way of doing business. It requires a new perspective on the sales process, a new business model for most publishers. In many cases the chain of events unfolds differently from that of selling books through bookstores.

For example, in trade marketing the publisher produces a book, prices it, creates bookstore distribution and then promotes it. That is a logical sequence of events for that purpose. Sales are pulled through the distribution network, and the quantity of books sold is a function of the quantity and quality of the author promotion.

But in non-retail marketing the author/publisher must follow a different course. The process begins with promotion to establish awareness of, and need for the content that is offered. Since there is no distributor, the author/publisher finds and makes sales calls on prospective buyers, discusses the content of the book, plans the form in which the content will be delivered (book, booklet, ebook), decides on the number of units to be purchased, and only then negotiates the price and delivery. The quantity of books sold is a function of the ability of the author to act as a consultant, working with one buyer to find unique ways to use the content of the book to solve a company's problem.

Special-sales marketing is not instead of, but parallel to bookstore marketing. For example, What if you had a book on dog care. You could sell it through bookstores or pet shops. In addition, you could contact a pet-food producer and get them to place a coupon for a free copy of your book on (or in) every 20-pound bag of their dog food. That company would purchase a large, non-returnable quantity of your books in advance, and also do the fulfillment.

In the example above, the promotion you do to communicate your message to the corporate buyer also reaches consumers and may entice them to go to a bookstore. This is not an either/or proposition. It is not separate from, but coincidental to trade marketing.

Brian Jud is the author of [How to Make Real Money Selling Books](#) and now offers commission-based sales of books to buyers in non-bookstore markets. For more information contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 673-7650; brianjud@bookmarketing.com or www.premiumbookcompany.com @bookmarketing on Twitter

¹ For more information on these examples see my book, *How to Make Real Money Selling Books (without worrying about returns)* at <http://www.bookmarketingworks.com/index.php?pg=HTMRMSB.htm>

How Corporate Buyers Use Books as Promotional Items

Guy Achtzehn



Stop selling your books and start selling ways in which corporate buyers can use your book to help them sell more of their products. Here are six ways in which corporate marketing professionals could use your book to increase their sales:

1) Coupon. Manufacturers may offer a dollars-off, in-pack, on-pack, or near-pack coupon entitling the bearer to a discount on your book. For example, a pet food company might include a coupon in a bag of dog food (in-pack) for a discount on your book about dog care.

2) Premium. When used as a premium (an item given away to attract, retain or reward customers or to motivate employees), a product may be offered at a relatively low cost (or free) as an incentive to purchase a particular product. If the pet-food manufacturer mentioned above included your dog-care book inside the package – instead of a coupon for it – your product would be considered a premium.

3) Prize. A high-priced or high-valued book might be offered as a prize in a contest or sweepstakes. The basic difference between the two is that contests are games of skill and/or intelligence, while in a sweepstakes the winner is determined strictly by luck. Since sweepstakes are games of chance, it is illegal to charge an entry fee. Contests usually charge an entry fee.

4) Patronage award. Low-priced items (such as booklets) might be given away with each purchase of a minimum quantity of some product, or as a reward for visiting a website. It is considered a continuity program if these are given as a series. An example is to encourage return visits to your site about cooking by providing a cookbook in sections to be collected as a complete book over a period of time.

5) Self-liquidator. When a book is sold at a price low enough to entice buyers, but high enough to cover its cost, it is being used as a self-liquidator. Many supermarkets use this tactic to allure shoppers to buy more at their stores if customers may purchase a book at a discounted price with a minimum purchase of the store's products. Other industries may find this a valid promotional tool, too.

6) Samples. Businesses may use your items to give to customers or the general public at no charge in order to build goodwill and website or store traffic. Hammermill Paper Company purchased over 5000 copies of Paulette Ensign's booklet *110 Ideas for Organizing Your Business Life* as a premium for their sales representatives to leave behind with prospects after a sales call. The only change to which Paulette had to accede was to allow Hammermill to print the booklets on their paper to serve as a sample.

Guy Achtzehn is president of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com

Upcoming APSS Webinars
Free for APSS Members

How to Sell More of Your Fiction Books

Thursday, July 10 at 6:00 pm Eastern time

Selling fiction is not difficult if you know how and where to sell it. Brian Jud will show you proven and new ways to sell historical fiction, science fiction, adventure, romance, fantasy, mysteries – and more!

You will learn how to find outlets where fiction outsells nonfiction by 10 to 1. Discover tips for getting more reviews and awards, creative ways to sell through book clubs, catalogs, libraries and associations. Find tips for timing your promotion so your romance novel “owns” Valentine’s Day and your murder mystery thrills the guests on cruise ships as you sail with them for free. You will learn much more about selling your fiction profitably and in large quantities.

Sign up at <http://tinyurl.com/k9xe26>

Become an Almost-Instant Author: 5 Easy, Effective & Budget Friendly Strategies to Turn Your How-to Tips into a Tips Booklet

By Paulette Ensign

Thursday, July 24 at 6:00 pm Eastern time

Create your tips booklet as quickly and easily as possible with Paulette’s ideas and techniques. (The same ones that helped her sell over a million copies of her tips booklet in four languages and various formats without spending a penny on advertising, and led many of her clients to surpassing her results worldwide.)

During this free call you will discover the strategies for determining your personal:

Purpose: Get *crystal clear* on what you want for yourself & your booklet

Position: *Connect* with your target market or ideal community

Promotion: Apply *winning tactics* to make the *best use of your time, energy and budget*

Profit: Make the leap from booklet sales to more *client sessions, speaking engagements and info products*

PLUS, all registrants will also receive a free PDF "**15 Questions to Instantly Help You Write a Tips Booklet**" giving you a step-by-step process to effectively launch and promote your new booklet.

Paulette Ensign has been featured in the *Wall Street Journal*, *New York Times*, *Boston Globe*, and *dozens of books and magazines worldwide*, as she shares the "How To's" for transforming YOUR how-to's into a almost instant product.

Also get a free PDF "**15 Questions to Instantly Help You Write a Tips Booklet**" giving you the step-by-step process to create and promote your new booklet.

Sign up at <http://tinyurl.com/ngnfsb>

To Your Success,

Brian Jud

Executive Director, APSS

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