



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.**

Volume 4, Issue 6, Number 38 June 2016

Here is your June 2016 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.

APSS Update from the Executive Director - Brian Jud

Announcing the First APSS Member Sweepstakes Winner

Each month APSS holds a drawing to randomly select one of our members to be the Member of the Month in the APSS Sweepstakes. Our June winner is Marianne Martin of Bywater Books.

Marianne will receive a free half-hour consultation with me or Guy Achtzehn to talk about how she can sell her books to non-bookstore buyers. Our intention is to have her leave the call with a better understanding of how *her* books can be sold to special-sales buyers -- and create a list of potential buyers for her.

We'll announce the next winner on July 15th, and another on the 15th of each following month. You will have 12 chances to win each year -- and you are already registered! There is nothing you have to do but keep your APSS membership up to date.

We at APSS appreciate your continued faith in us to deliver all the benefits of membership in our Association. We have several more new ideas in the works, and we will launch them soon, too. Watch for an email every Friday describing a new way APSS can help you sell more books. Thank you for your continued support of, and membership in APSS, Brian Jud

APSS Tip for Finding Potential Non-Bookstore Buyers

Who is your customer? Are you sure? Your first response is probably, "That is a pretty silly question." Of course, your customer is the person who buys your books. But if you interpret the question differently, your answer could have significant impact on your business future, since it determines your business model and where you will invest your resources.

In a retail setting, your customer could be the retailer who ordered your book to place on the shelf. And, it could be the distributor from which the retailer ordered your book. In non-retail segments people buy books not for resale, but to use as tools to sell more of their products, motivate their employees, generate more members for their association or educate their students. Couldn't they all be considered customers?

If you define the question a little differently your customers are not those that generate the most revenue for your publishing company but those that add the most value to your business.

Top Ten List

By APSS

Sidebar to Jeff Davidson's article in this issue of *The Sales Informer: Your Daily Pace is Up to You*. Here are Jeff's **Ideas for Catching up with Today, the "Ten C's"**

1. Constantly read your list of priorities and goals.
2. Challenge and defeat your own ritual behavior.
3. Consider the outcome of not handling something.
4. Convincingly, but politely, say no.
5. Call rather than visit.
6. Clear your desk of all but the task at hand.
7. Clear your files of everything that can be recycled.
8. Cancel something you scheduled in your appointment book.
9. Choose from what you already have.
10. Choose to get a good night's sleep every night.

When you consider all of the ways you add unnecessary pressures to your day, you begin to see many ways to catch up with today or, at least, with this week.

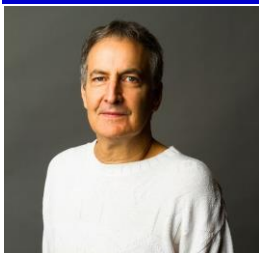
APSS Tip for Negotiating Large-Quantity Orders

Negotiating is a series of discrete transactions that develop into a real "partnership." One barrier to mutual satisfaction is that both parties may have different expectations of same terms. One cause of this is that as you convince them of the benefits of your proposal, your enthusiastic presentation may be infectious. It could lead them to anticipate great results, and they will come to expect you to deliver on your promises.

Agreement to each isolated transaction shapes the assumptions of it as well as the final outcome. Control your passion to the point that you convince them of the positive results of your proposal but within the bounds of what you can deliver.

Your Daily Pace is Up to You

By Jeff Davidson, MBA, CMC



Did you do a double-take when you read the title of this article? If so, read on: writing, publishing, and then marketing your works be quite taxing and fraught with time-pressure. Yet, most of what you experience each day, in terms of the passage of time, is based on your perception. You can slow down time if you choose. How? Whenever you feel you're racing the clock or trying to tackle too much at once, try this exercise:

Close your eyes for a minute and imagine a pleasant scene. You might be surrounded in trees or with a loved one. It could be something from childhood. Let the emotions of that place and time pervade you. Get into it! Give yourself more than a New York minute for the visualization to take hold.

Open your eyes and return to what you're doing. Whatever care or task you're working on is not

quite so bad and whatever pace you were working at is never quite so feverish.

Pause and Reflect

Imagine you're flying on an airplane. You have a window seat, and it's a clear day. As you gaze down to the ground below, what do you see? Life passing by. Cars the size of ants. Miniature baseball diamonds. Rivers the size of streams. There's something about being at great heights that enables you to reflect on your life. The same phenomenon can take place from the top of a mountain or skyscraper. As often as practical things seem to be racing by too fast, seek higher ground, literally, for a clearer perspective.

If you're among the lucky, perhaps you regularly allocate time for reflection or meditation. If you don't, it's no matter. There are other ways to make it all "slow down." After the workday, listen to relaxing music with headphones, and close your eyes. A half hour of your favorite music with no disturbances (and your eyes closed) can seem almost endless. When you re-emerge, the rest of the day takes on a different tenor.

An effective method for slowing down time and catching up with today is periodically deleting three items from your "to do list" without doing them at all. Before you shriek, consider that much of what makes your list is arbitrary. In most cases, eliminating three items won't impact your career or life, except for freeing up a little time for yourself in the present.

A Change in Medium

I have long used water to reduce stress. For eleven years, I lived in a high-rise condominium in Falls Church, Virginia, complete with its own 25 meter pool. No matter how hard I worked during the day, even if I did a 6 a.m. to 6 p.m. stint, at 6:05 p.m. I was in the pool. After 30 minutes of laps, I had swum out many of the stresses and strains of the day.

Now that I live in North Carolina, more rural by comparison, I have Eastwood Lake. Here I can swim for a half-mile in one direction and rarely encounter anyone else. Find the swimming hole nearest you!

In the Animal Kingdom

If you have a dog or cat and do not consider it a drain on your time, here's a little something about Rover or Mittens that you may not have known. In recent years, as reported by U.S. News & World Report, scientists have found proof for what was only once suspected: that contact with animals has specific and measurable effects on both your body and mind. The mere presence of animals can increase a sick person's chances of survival, and has been shown to lower heart rate, calm disturbed children, and induce incommunicative people to initiate conversation!

The exact mechanisms that animals exert to affect your health and well-being are still largely mysterious. Scientists suspect that animal companionship is beneficial because, unlike human interaction (!), it is uncomplicated. Animals are nonjudgmental, accepting and attentive; they don't talk back, criticize, or give orders. Animals have a unique capacity to draw people out.

Even if you only have goldfish, sometimes simply staring at them in their silent world can help deaden your hectic pace.

See a sidebar associated with this article in the Top Ten List column

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.

Headlines That Generate Attention

By Brian Feinblum



A number of years ago I started taking note of advertising headlines that got my attention, mainly in newspapers, magazines, and the phonebook. I started to see patterns and repetition at times, but with good reason: these ads made the reader stop and think for a second. Here are the next 50 of 317 headlines that may inspire you to write your own catchy headline for advertising your books, products and services. All others will be listed over the next four issues of *The Sales Informer*.

- 51. Act Now - Pay Later
- 52. Don't Get Ripped Off
- 53. They'll Rob You Blind

- 54. Sucker!
- 55. Honest, Friendly, Professional Service
- 56. Let Us Be Your Slave...Quick Dust Maid Service
- 57. Free Estimates
- 58. Insurance Specialists
- 59. Collision Repair Experts
- 60. Wacky Weekends At Club Malibu
- 61. Ask About Our 40,000 Mile Guarantee
- 62. Fully Trained, Certified, Licensed, Bonded And Legal
- 63. We Value Your Business
- 64. Yes!
- 65. No!
- 66. No Membership Fees - You've Earned It
- 67. No Long Waits
- 68. Exotic, Exotic...And Totally Legal!
- 69. Hand-Painted
- 70. What A Steal...And It's Legal!
- 71. Wake Up To I-HOP
- 72. Avoid Costly Transmission Problems
- 73. Fully Tested, Inspected And Warrantied
- 74. We Offer A Full Range Of Auto Supplies And Repairs
- 75. We Will Not Be Undersold
- 76. The Best Prices - Nobody Can Beat Us. Nobody.
- 77. Be Cool Or Stay Hot...We Fix A/C And Heaters
- 78. All Pro Sales Force Gets You What You Want
- 79. Sane Day Service And Repair
- 80. Rebates, Reductions, Renewals
- 81. Alter Your Look - His And Her Garment Alterations Available
- 82. Free Initial Consultation
- 83. Bankruptcy...The Only Solution
- 84. We'll Give You The Key To The Stores...Without Debt - You Get To Pay
- 85. Only 8% Of Retail Value -- It's Like Paying Sales Tax And No Charge
- 86. Now Get More Furniture Choices For Your Money
- 87. Professional Catering At Its Best
- 88. Complete Brake Service
- 89. Over 3000 Patterns To Choose From: Tile In Style
- 90. Put Your Child In Cool Hands

91. Bagels, Bagels, Bagels...Just 15 Cents After 2 pm
92. No Job Too Small
93. Special Flowers For Special Times
94. Are You Paying Too Much For Insurance
95. Lawn Maintenance...Almost For Free
96. A lot Of Something For Almost Nothing
97. Absolutely...The Lowest Prices, The Fastest Service, The Best Brands
98. Mail And More...Joe's Shipping Services
99. Born To Pawn

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.

APSS Tip for Making Persuasive Sales Presentations

Using visual aids can make your comments more memorable. Not only must people understand what you say, they must remember it. When you leave, your prospects will discuss your proposal among themselves. If there was some misunderstanding, it is too late for you to correct it. But if they recall an image that you used to etch your comments in their memory they are more likely to recall it as you intended.

Use different graphics for various purposes. Understand that audience minds wander. Adapt your display to create diversity and help keep peoples' attention. At different and appropriate times use explanation graphics, information graphics or entertainment graphics. Some humor is good, and with its proper use you can involve their imaginations and get them to ask "What if..." questions.

APSS Chapter Spotlight APSS-Charlotte



Chapter President Russ Van Buren lives in Charlotte, NC, with his wife and three children. He currently works for PrimeLending headquartered in Dallas, Texas. While managing people by day takes much of his time, Russ finds time to write in the evening. He is currently working on an historical novel about the Lakota warrior Crazy Horse.

Most of his career was working with corporate giants General Electric Company and Bank of America. And while working for GE, Russ was present to witness the most devastating terrorist attack of our time, simply known by the date it happened: 9/11. Amidst the worst of humanity, the author also witnessed the best of humanity.

9/11 produced a turn in his life, Russ was moved to write, to write about what he had witnessed and about what had changed within himself over the years. He was moved to share peace and to share joy, with the hope that one mind, thinking clearly can pass along love to another, and so on and so on, until more and more love is expressed and experienced on a broader scale.

Tips for Selling to Non-Bookstore Buyers By Guy Achtzehn



Ten Steps to More Profitable Sales

The corporate-sales process begins with knowing what you are selling (no, it's not books) and defining the people who can make large purchases. Then you learn their needs, propose solutions, make presentations, negotiate the terms of each sale and service the business once the order is placed. This takes time, if for no other reason than the buyer's risk of making the wrong decision is considerably higher than in the retail sector where unsold books are typically returned. Here will be a description of each of the ten steps required to make a large, non-returnable sale to a corporate

buyer over the next few months

Step Six: Discover your prospects' buying criteria

Arrange an initial meeting with your top prospects to introduce yourself and to discover how you might be able to help them implement a marketing, promotional, motivational or educational campaign. Find out what they want to accomplish and determine if your content can help them reach their objectives.

There are two major areas of opportunity in the corporate setting. One is Human Resources, whose managers may seek books on retirement-planning programs or about reducing absenteeism by showing employees how to improve their health. Employee recognition and motivation is also a growing trend, and your content may help them accomplish that.

The second is comprised of product or brand managers who may use your books to increase their sales, introduce new products or reward their customers for making a purchase. Ask these managers questions such as, "If you could wave your magic wand, what would be the ideal outcome of your campaign?" Or, "What worked – and didn't work – in your past promotion?" Or, "If you were to hire a new assistant today, what would you want him or her to accomplish first?" The answers will help you uncover their problem areas and give you valuable information to complete the sale.

How to make a good first impression with prospective buyers

It is important to make a good first impression when calling on a sales prospect for a large book order. An order for thousands of books could be at stake. So the pressure is on you, and that alone could cause you to make mistakes. Here are several things you can do to make a favorable first impression and make the process more stress free.

- Dress, talk and act in ways that project a professional image
- Walk into the office confidently. Shake hands firmly while making eye contact.
- Open the conversation with something important to your prospect (family photo, diploma on the "Ego Wall")
- Begin to develop their trust in you by displaying your warmth (friendliness, respect, listening skills) and competence (knowledge of the person, company, industry, your content and competition).
- Early in the discussion demonstrate that you want to help them solve their problems and not just sell them your books.
- Ask, don't tell. Get the buyers involved in the sales process by asking questions.
- Actively listen to the person speaking. Use facial expressions, posture and gestures to show

that you are listening. If you do not understand a particular point, ask for clarification.

- Demonstrate your sincerity and ability. If buyers do not think you are capable of doing all you say you can, ask for a trial order and the chance to prove yourself.

Contact Guy Achtzehn at The Promotional Bookstore, guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items

The Most Overlooked Step in Book Selling

By Brian Jud



Negotiating a large-quantity sale can be a rewarding process. If you do a good job describing how your content can help prospects solve business problems, they sign on the dotted line and become customers. However, the euphoria of knowing you will soon receive tens of thousands of dollars could blind you to the job that still needs to be done.

Your objective is not to simply get the order, but to make sure that the sale is implemented flawlessly through the timely delivery of your books. Competent post-sale service makes for a satisfying experience, leading to future orders and recurring revenue. Yet this step is often given cursory attention as the publisher moves on to the next prospect.

Getting the first order is more difficult than securing repeat orders from the same buyer. Once your customers trust you they are more likely to continue working with you. A mutually profitable, long-term relationship is more likely to happen if you shepherd the order through to its completion. Cement that bond by growing and protecting your connection with each customer.

Grow your relationship

If you properly oversee the complete order process, and the promotional campaign meets expectations, your customers will appreciate their decision to work with you. You will have proven that you are a true consultant, working with them to reach their goals -- not just a vendor selling books. Now they have the confidence in you to expand the relationship through new orders. Here are some ways to grow your business with each customer.

- Conduct a post-campaign evaluation. Did it go as well as predicted? If not, why not and what can be done differently next time?
- Look to the future together. What campaigns are in the planning stages? They will probably not use the same book again, so propose other titles in your product line as the next promotional items.
- Recommend that your customer hire you or the author as their spokesperson to carry your message personally to their employees and/or other target segments.
- Ask for referrals. Are there other divisions within the company, suppliers or customers that your contact knows who could use your books as promotional items? Will your customer serve as a reference?

Protect your business with each customer

Customers can be capricious entities, seeking profitable relationships with suppliers who treat them right. If you do not take care of them they may choose a competitive book for their next promotional campaign. Things will go wrong, but you can minimize the negative impact by recognizing and rectifying them quickly. Here are some signs of potential problems.

- Persistent problems with the order. Print runs can be delayed. Pages could be missing or printed improperly. A truck-drivers' strike could prevent an on-time delivery. Troubling issues will occur that are beyond your control. Minimize their negative impact by telling your buyer about problems as early as possible and recommending alternative actions.
- Decrease in purchases. Your buyer may have placed a blanket order for planned deliveries. If the schedule is changed or delayed it could be a warning that something is amiss. Discuss it with your corporate counterpart.
- Repeated comments of competitors' merits. If you hear comments like, "I wish we had checked out that other book more carefully," there could be a problem brewing. Ask questions and get them to explain why. Invariably, the real discontent will surface and you can deal with it.
- Increase in complaints. A grievance can be positive, if its airing leads to its resolution. If the frequency of complaints increases, it could lead to the demise of your relationship.
- Decrease in rapport. If emails and voice-mail messages go unheeded, a negative situation may be the culprit. Schedule a personal meeting with your buyer to clear the air and uncover the hidden objections. Once you know what the real problem is you can more effectively rectify it. Un-addressed problems have a way of intensifying. Nip negative issues in the bud as soon as you can.
- Replacement personnel. If your contact is removed from the process – through promotion, transfer or other reason – quickly meet with the replacement person. Review the decision process with him/her so that he/she knows, understands and buys into each relevant piece of the promotional program. Work on a new relationship that will lead to the repeat orders.

Large-quantity sales to corporate buyers are much different from retail sales. Signing the agreement is just one step in the process, and the order is not complete until your books are delivered on time and as promised. Then you begin working on the next order by building your relationships and eliminating problems. Prove yourself as a competent professional interested in helping them solve their business problems. It may be a time-consuming process, but the rewards can be enormous.

Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. The company 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

What's The Big Idea?

Success occurs when you become effective (doing the right things) rather than efficient (doing things right). You can become very busy doing the wrong things right, and that will lead you away from your goals. Remember, action is not the same as accomplishment. Like the revving engine of a car stuck in traffic, you can be busy working without moving ahead. Be SMART when setting your goals



Novel Ideas

Tips to Help You Sell More Fiction in Special Markets

What Makes Novels News (By Jodee Blanco)

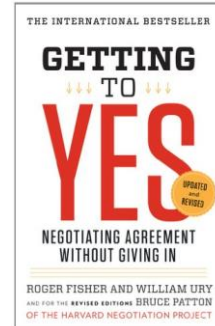
Remember, there's no such thing as a book that's impossible to publicize. Sometimes, especially with certain types of fiction, it isn't the message of a book that offers the best media angle, but the provocative questions raised in the book that can be packaged as news. In *The Deep End of the Ocean* by Jacquelyn Mitchard, a couple struggle to save their marriage after the mysterious disappearance of their youngest son, who shows up on their doorstep nearly 13 years later, completely unaware of the truth about his past. A bitter custody battle ensues between the boy's biological parents and the family who raised him, who never knew he was a stolen baby.

Although the story was fictional, the book struck a chord with the media because it prompted real questions about the rights of children caught in nontraditional custody battles. Additionally, it explored the subject of missing children from the intriguing perspective of the parents' psychological and spiritual struggle. The publicist who handled the campaign for *The Deep End of the Ocean* did a wonderful job ferreting out and focusing the media on the newsworthiness of the book.

Read It And Reap

An APSS Recommendation for a Book That Can Help Your Business Succeed

Getting to Yes: Negotiating Agreement Without Giving In, by Roger Fisher has helped millions of people learn a better way to negotiate. One of the primary business texts of the modern era, it is based on the work of the Harvard Negotiation Project, a group that deals with all levels of negotiation and conflict resolution.



Tips for Tips Booklets

Paulette Ensign



3 Crucial Criteria for Success

When someone asks who the market is for your expertise, you've probably realized that "everyone" is not an answer, no matter how much you believe you can help the entire world. While your information and approach could be broad or generic, it is impossible to attract or reach everyone. You will exhaust and frustrate yourself (and possibly those around you!) until you address the three things that make all the difference and are the pillars to your success.

Specific Topic – Answering “what” and “who” change a general topic of expertise in money to how to fund your kids’ college education, and is directed primarily to parents and grandparents

Large Market – Your audience must be large enough so it keeps replenishing itself. New college students each year means new parents and grandparents looking for ways to fund their kids’ education.

Buyers – Regardless of how big an audience you identify and how specific you get, they must be people who buy the kind of thing you are selling or the rest simply doesn’t matter.

Charley Green has discovered all these things as you’ll see here . Being so specific with the topic and identifying a large market of people who are very eager to get their hands on how they and their children can earn a debt-free degree make it so much easier for Charley to market his publications, especially through social media, too.

ACTION – Revisit your information and your approach to see if it passes the 3 Crucial Criteria test. A tiny tweak may be all you need to bring your results to the success level you want, helping more people and expanding your business’ bottom line.

Paulette Ensign is founder and Chief Visionary at Tips Products International. Since 1991 Paulette has personally sold well over a million copies (so far!) of her one and only tips booklet in multiple languages and formats, without spending one cent on advertising. Contact her at Paulette@tipsbooklets.com

How Not to Network Whitney Johnson



An airline cancelled my flight and put me in a van. Along the way, I got lots of lessons on how “not” to network.

Returning home recently from a consulting engagement in Tampa, I found myself stranded, late at night, in the Washington Dulles airport. The small regional airline I was counting on for a puddle jump never came through. Eventually, the airline loaded all nine passengers into a van, and shuttled us the two hours to Shenandoah Regional airport.

One of my fellow travelers was a student at an expensive, private university. Upon discovering that we lived fewer than three miles apart, he asked me if I would give him a ride for the final leg home. I happily agreed.

As I drove him home, I learned a lot about him: his name, where he grew up, where he goes to school, his major, what his parents do for a living, his own career aspirations when he graduates in a few months. We even discovered that we have an acquaintance in common. Meanwhile, I made a few

mentions of my children, such as my 19 year-old son lives in Brazil, my husband teaches at a local university. Conversation starters.

In the same 45 minute ride, he didn't ask me a single question, not even my name.

I'll confess I felt a little invisible—and exasperated. I find it easy to ask people about themselves. I genuinely enjoy doing it. It's one of my strengths, and we're often exasperated with people who aren't likewise adept at the things that we do well.

But here's the real take-away from this chance encounter: this young man is looking for a job when he graduates in a month. His parents are concerned that he doesn't have employment lined up for the rapidly approaching day when he commences from his education, a several hundred thousand dollar investment. I could have potentially helped him, if he'd just shown a little of the moxie that would have motivated me to recommend him.

The client I'd been with in Tampa is the CEO of a real estate construction and development company, the exact industry this young man wants to enter. I could have called, and said, "I just met this terrific guy; why don't you speak to him?" Would the CEO have given him a job? Not necessarily. But on my recommendation, I think he would have given him a listen. If this seemingly capable, but ultimately undistinguished young man had opened up his network, he might today be interviewing for a really great job.

If he had opened up his network, he might today be interviewing for a really great job.

Contrast this experience with the son of one of my childhood friends, Alexander. He struck up a conversation with a gentleman on an Amtrak train, stayed in touch, and is now going to work for him this summer.

My brief encounter with this college student left me wondering about the opportunities I miss. For example, there was another passenger in the van, traveling from Germany to visit her daughter. I really liked her. I wish I'd asked her name. Would it have led to a business opportunity? I have no idea. It doesn't matter, really, because there would be one more interesting person in the world who I know.

We all need to feel that we belong. A sense of belonging gives us the confidence to climb a new curve. But if we're too comfortable with our place in the world, it's easy to believe that the way things are is the only way they should be. We battle this mindset as we open up our network, especially to people who are unlike us, and ask questions, solicit opinions, and entertain new possibilities, rather than focusing inward.

Real relationships, in business as in life, are based on reciprocity. Our real advantages, both concrete and less tangible, are gained through humility, through putting ourselves in one-down relationships with those who know more than we do.

We really do know less than we think we do; open up, and we will learn more.

If we'll extend ourselves in this way, the research suggests we are 2x more likely to enjoy breakthrough ideas. Take a look at the work of Brian Uzzi and Benjamin F. Jones, professors at the Kellogg School of Management, illustrating this point. The most interesting thing about their data, for me, is that the ratio of new sources to old doesn't have to be especially high for us to hit on a meaningful new idea. But we do have to be open to something (or someone) new, instead of focused

on the same old thing, especially if that same old thing is ourselves.

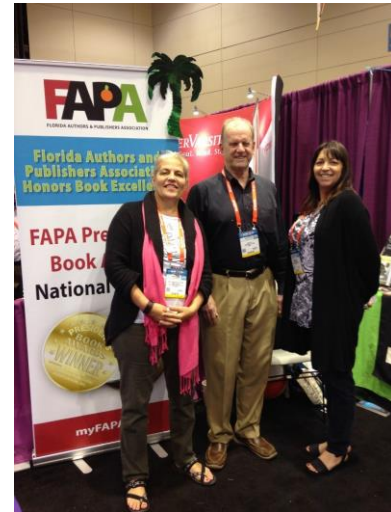
If you'd like more tips on personal disruption, say 'sign me up' in the comment section or ideally send me an in-mail with your e-mail address, and I'll add you to my twice-monthly newsletter.

Whitney Johnson was recognized as one of the world's fifty most influential management thinkers in 2015, and was a finalist for the Top Thinkers on Talent at the biennial Thinkers50 ceremony in London. She is a former award-winning Wall Street equity analyst and the co-founder of a boutique investment firm with Clayton Christensen. Johnson is the author of *Disrupt Yourself: Putting the Power of Disruptive Innovation to Work* (Bibliomotion: 2015); she's a mother of two, wife of one.

News From APSS Chapter and Partner Organizations

The Florida Authors and Publishers Association is an APSS Partner. Their annual conference will be held in Orlando on August 5-6, 2016. They have scheduled some excellent speakers and educational sessions for the two-day event that will be held at the Lake Buena Vista Hilton near Disney World. You can check out the conference details on our website at www.myFAPA.org

Brian Jud met with FAPA members Patti Brassard Jefferson (left) and Diane Harper (right) at BEA in Chicago last month. Photo at right.



Upcoming APSS Marketing Webinars

June 23: "Green Audiences, Green Titles, Green Printing," By Shel Horowitz, 6:00 pm ET; Register at: <http://tinyurl.com/j4tanjd>

June 29: "How to Sell More Books to Non-Bookstore Buyers," By Brian Jud; 6:00 pm ET, Register at <http://tinyurl.com/h7yp93v>

July 5: "Mid-Year Marketing Checkup," by Brian Jud; 6:00 pm ET; Register at <http://tinyurl.com/gq64omr>

July 12: "How to find the names of people who can buy your books," By Brian Jud; 6:00 pm ET; Register at <http://tinyurl.com/gsfushn>