



# 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 43, Number 36 April 2016

Here is your April 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**

APSS welcomes our latest chapters in Southeast TX and Charlotte, NC. Ben Jorgenson and Russ Van Buren are the chapter presidents. If you are in those areas please contact them to help them organize and grow their chapters.

April 29: **APSS-New Jersey** is conducting a day of one-on-one consultations with Brian Jud

May 14: **APSS-Chicago** will hold a joint one-day Book Selling University with Chicago Women in Publishing (CWIP), the Saturday after BEA. More information to come or contact APSS-Chicago Chapter President Rebecca Chauncey at [RLchauncey4@gmail.com](mailto:RLchauncey4@gmail.com)

May 20 – 21: **APSS-Santa Fe** --Chapter President Mary Neighbor will launch her chapter with a Book Selling University event; contact her for more information at [mary@medianeighbours.com](mailto:mary@medianeighbours.com))

**APSS-Atlanta** (Dave Savage at [Dave@DaveSavage.com](mailto:Dave@DaveSavage.com)) and **APSS-Santa Clarita** (Willa Robinson at [willa@knowledgepowerinc.com](mailto:willa@knowledgepowerinc.com)) both hold regular monthly meetings. Willa's 2015 Book Selling University was a huge success and we will duplicate that later in the year.

More information to come about similar events for **APSS-MidAtlantic**, **APSS-Central Florida**, **APSS-Nashville**, **APSS-Grand Rapids** and **APSS-Phoenix**

Our most recent chapter is **APSS-Nigeria** with Awele Illusanmi ([Aweleilusanmi@bookapss.org](mailto:Aweleilusanmi@bookapss.org)) in charge is working on organizing her chapter. She is attending the APSS-Canada event as part of her orientation

Please get involved with an APSS Chapter near you. If you would like to start a local chapter, contact Brian Jud at [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)

### **APSS Tip for Finding Potential Non-Bookstore Buyers**

Who influences the people who use your content? Instead of marketing directly to prospective customers, you may want to market to people who can influence them. For a job-search book, this might mean approaching career development officers at colleges, guidance counselors in high schools, and parents of graduating seniors.

## Top Ten List

### By APSS

Scott Adams, in new book, *How to Fail at Almost Everything and Still Win Big*, gives us some tips for success that seem contradictory to what we have always thought. Instead of finding your passion and setting goals, he suggests that the path to success is based on suffering defeats, Lot and lots of defeats. Here are his **Ten Tips for Failing Your Way to Success**.

1. Success is entirely accessible even if you happen to be a huge screw-up 95% of the time
2. Commercial lenders don't want to loan money to someone following their passion because they are in business for the wrong reason and tend to quit when things do not work out. Business success generally goes to someone who has no passion, just a desire to work hard at something that looks good on a spreadsheet.
3. Success causes passion more than passion causes success
4. It's better to have a system instead of a goal. The system is to continuously look for better options.
5. Goal seekers are always short of their goals. They exist in a state of nearly continuous failure that they hope will be temporary.
6. You can't control luck, but you can move from a game with bad odds to one with better odds. Identify your skill set and choose a system using those skills to vastly improve your likelihood of getting "lucky." There is plenty of luck to go around. Keep your hand raised until it is your turn.
7. If your get-rich-quick project fails, take what you learned and try something else.
8. Have an entrepreneurial plan. Create something the public wants that has value, something that is easy to reproduce in unlimited quantities. Do not try to sell your time because that has upward limits.
9. Good ideas have no value because the world already has too many of them. The market rewards execution, not ideas.
10. You do not try to fail, but failure happens when you try new things. You want your failures to make you stronger. But you also should want your failures to make you smarter, more talented, better networked, healthier and more energized.

## APSS Tip for Negotiating Large-Quantity Orders

You cannot enter any negotiation with the presumption that you intend to accede to all their demands and metaphorically roll over like a defeated dog. Good negotiating begins with preparation. Know your negotiating parameters before you go into any selling situation. Recognize what you are willing to give up, and what you are not willing to concede. Know the limits of any price concessions, and the trade-offs you are willing to make to get the final price that is acceptable to you. It is better to get a wonderful deal at a fair price, than a fair deal at a wonderful price.

## The Author Publicity Priority List

### By Brian Feinblum



Authors need to do dozens of things – big and small -- in order to successfully promote and market themselves and their books. Here's my top 12:

**1. Website.** It doesn't have to be fancy and expensive, but it has to properly represent you and be the starting point of your branding foundation. I don't take any writer seriously if they don't have a website. Nothing is a substitute for a website.

**2. Blog/or Podcast.** This is a great way to get your voice heard. It can rally and motivate fans and it can be a great tool to recruit new fans and build a following. Your blog needs to be posted regularly

and shared with everyone.

**3. Social Media Profiles.** You must establish a profile and an account with major social media outlets. LinkedIn is a stupendous professional networking and research tool. Facebook is great for building fan followings and posting news, events, your blog, etc. Twitter is critical as well. Depending on your time availability, personal preferences, and the type of books that you write, consider having an account on YouTube, Pinterest and Instagram. Google+ and Snapchat would also be up for consideration.

**4. Have A Marketing Plan and Budget.** Marketing can be anything from advertising, speaking engagements, direct mail, telemarketing, infomercials, product placement, paid social media placements, and handing out fliers at the mall. Make a plan, have a budget, enlist help, and get started at least a half-a-year ahead of your publication date.

**5. Have A PR Plan and Budget.** PR is what drives book sales and your brand. How do you plan to get media coverage for you and your books? Will you hire someone? What's your budget and timeline to execute each necessary stage? Create a plan at least six months prior to your book launch.

**6. Goodreads.** It's a great, inexpensive way to connect to writers and secure book reviews by the busload.

**7. NetGalley.** This is a great, inexpensive way to give your book away, especially to the news media and book reviewers.

**8. Other Products and Services.** I don't care if you wrote a novel about superheroes who use snot to thwart the bad guys, find other products/books/services to sell on your website as well. Anything from T-shirts to audiobooks to seminars can be made available. These items give you another income stream. They can be items you create or they can be from a third party.

**9. Business Card.** Yes, in our big digital world you still need a business card. Make it with color, on good quality stock. People will hold onto it and the look and texture of it will give people a lasting impression of you.

**10. Elevator Speech.** This is very hard but really very easy. Take your whole life and book and truncate your essence and existence into a 15-to-30 second speech. You need, whether asked or not, to be ready to say who you are and what your book is about – whether talking to a stranger at a bus stop or trying to impress the media, a consumer, or an investor.

**11. Optimism, Confidence, Vision.** Call it having the right attitude. No time for shyness, lack of confidence, low energy, fear, or anything else that will only serve to keep you down. Inflate yourself

and soar like a balloon. Take a risk, be bold, meet a challenge, aim high, and diversify your approach to marketing yourself.

**12. Mailing List.** Organize a list of everyone you know – and who they know – and be prepared to unleash it at the right time to sell your book, network, seek specific favors, or share news. Everything you do is geared towards having a huge list of contacts.

**13. Press Kit.** Let's make it a baker's dozen. The other thing you need is a press kit. This electronic and printed kit should include the following:

- Press release and an image of your book cover
- Author bio and your photo
- Q&A
- Related facts/statistics/fun quiz
- Book Excerpts
- Media clips of past appearances
- Schedule of upcoming speaking engagements/book signings

**Other things you may need, could include:**

- Aspirin (to handle rejection)
- An investor/sponsor/crowdfunding page (to finance your campaigns)
- A supportive friend/spouse/family member (a dog will do, too)
- Subscriptions to good sites like Publishers Weekly, NYT Book Review, Writers Digest, etc.
- Date night (forget about your book every so often and just go out and have a good time).

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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](mailto:brianfeinblum@gmail.com). He feels more important when discussed in the third-person.

## APSS Tip for Making Persuasive Sales Presentations

Do not start off with a joke. It wastes time, perhaps be offensive to some, may get people thinking that you will be wasting their time and if there is no humorous reaction it can make you more nervous. A light comment is acceptable, particularly if it is related to your proposal, but not anything that takes time to build up to a punch line.

Your prospects' attention is probably at its highest point as you make your opening remarks. Take advantage of their focus and make a statement that might eliminate your competition. For example if you are presenting in response to a Request For Proposal (RFP) you might begin by saying, "Here is our response to your request for a proposal, point by point. But given our limited time here, I'll ask that you read that later. What I'd like to focus on now is what is not in your RFP, but should be." Then list the missing requirements that are in your favor, focus on your competitive advantage and are absent from their proposal.

## APSS Chapter Spotlight – APSS-Santa Fe



Mary Neighbour is the President of APSS-Santa Fe. She is launching her chapter with a one-and-a-half day event on May 20 – 21. Brian Jud will be there to conduct son-on-one consults on Friday afternoon and a full-day Book-Selling University on Saturday, May 21.

Mary and her husband Andrew own and operate MediaNeighbours, a successful publishing services company. Chiefly working with New Mexico authors, artists, and nonprofits, MediaNeighbours provides writing and editing, design and production, and marketing and promotional assistance to all who want to create books. Knowledgeable in both print and digital prepress processes, they specialize in memoirs, self-help, art books, and other books with distinct niche marketing potential.

Mary and Andrew care about their clients' stories, and the books produced from these stories have garnered National Indie Excellence Awards (NIEA), the Eric Hoffer Award, the Montaigne Medal, the Global EBook Awards, and the 50 Great Writers You Should Be Reading Awards.

An award-winning writer herself, Mary is passionate about how words are used. As a veteran book editor with more than twenty-five years of experience, Mary knows industry standards and ensures that manuscripts are professional in every aspect. With calm, insightful, supportive guidance, she lends wings to an author's prose and concepts. And her training in layout and design stretches back to the days when Adobe InDesign was PageMaker.

Continuously producing her own creative works, Mary's short fiction has won awards, including the 2009 William Van Wert Short Fiction Award for her story, "Gray." In 2006 the [Toby Press](#) published her first book, *Speak Right On – Dred Scott*, a neo-slave narrative. In 2007 she gave a presentation to the Library of Congress on the 150th anniversary of the Supreme Court decision in the Dred Scott case. The [webcast](#) of this talk is available online.

## 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 Four: Search for prospects in each segment

It is relatively simple to build a list of prospective buyers for your books. If nothing else you can purchase a list. But there are other ways in which you can find the names of business people to contact.

Sources of leads for corporate prospects include annual reports and Web sites. You can search using



the North American Industry Classification System (NAICS, formerly SIC) database (<http://www.census.gov/epcd/www/naics.html>), which classifies companies by the type of products or services they offer. Access to the *Thomas Register of American Manufacturers* is found at [www.thomasregister.com](http://www.thomasregister.com). And you can also discover information about corporations at [www.hoovers.com](http://www.hoovers.com). The website [www.manta.com](http://www.manta.com) lists the contact information for most businesses in the United States.

Many businesspeople join associations. Explore <http://www.weddles.com/associations> for the websites of those related to your topic. Many list the contact information for the staff and board members. Find those who might sell your book through their internal bookstore, hire you to speak to the association's members or become its spokesperson.

Attend trade shows. These are events where specialized sellers display their products to a group of corresponding buyers over a period of several days. Hundreds or thousands of potential customers congregate at these expositions looking for books and other items. Find a list of conventions for your target markets at [www.biztradeshows.com](http://www.biztradeshows.com).

Join relevant social-media groups and maintain a credible presence in each. LinkedIn is an excellent source of data on businesspeople. View prospective buyers' profiles for background information before contacting them.

Once you get in the habit of prospecting you will find potential customers everywhere. This might be on a billboard, while listening to the radio or watching television, surfing the Internet or simply seeing another product being used as a premium. Prospecting is an ongoing process, so keep an open and watchful mind and ideas for potential customers will flow to you.

At this point your prospect list is comprised of *suspects*, names of people who might fit the description of those in your target audience. You will waste time and money if you act on the assumption that everyone on a list has the same need and desire to purchase your books. The next step is to eliminate those who are not likely to buy your books and then rank those remaining in the order in which you will contact them.

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

## Left-Brainstorming: Creative Problem Solving for Analytical People

By Brian Jud



A core axiom of non-bookstore marketing is that you are not selling your book, but the use of your content to solve a prospective customer's problem. Showing your potential buyers how to do that may take a little creativity.

Brainstorming – group thinking to find innovative answers to a particular dilemma – is generally used to stimulate ideas. Apply this technique to finding new ways to solve your prospective customers' problems and you can develop a new source of significant special-sales revenue.

For example, what if you have a book on dog care? You would probably consider a manufacturer of dog-food as a prospect. After talking with a product manager at one of those companies you learn that he or she wants to increase sales of their 20-pound bags of dog food. During a brainstorming session you come up with the idea of helping them solve their problem by placing a coupon in (or on) the bags offering a free download of your ebook to their customer. Voila. They sell more dog food and you

have just sold 5,000 ebooks, since they will purchase the one-time-use codes in advance.

You may think, “So what. I don’t have a book on dog care.” Or, “My book is fiction and that won’t work.” If so, you are probably in analytic mode, not allowing your innate creativity to come through. Not everyone believes they are original thinkers, and they assume innovative problem solving is reserved for right-brain “creative types” who find ideas flowing liberally in a free-wheeling brainstorming session. In reality, we are all creative, but this trait is revealed in different ways.

Left- brainstorming is an alternative to traditional brainstorming that allows introverted, analytical types to unleash their innate creativity. It proceeds in much the same way as right-brainstorming. The problem is defined, and then people come up with novel ways to solve it. Participants offer their ideas in a quest for as many potential solutions as possible. The alternatives are later ranked according to their perceived feasibility.

Left-brainstorming deviates in one important way. It is initially conducted in solitude, encouraging more-systematic people to make valuable contributions in a comfortable way. Their ideas are usually targeted and concise for four reasons. First, they are written on small pieces of paper that are posted only when everyone reconvenes to discuss their contributions. Second, analytical people tend to describe things in a pithier manner. Third, there is no prolonged discussion of the idea until later in the process. And finally, people are not intimidated since there is no opportunity for others to dismiss their ideas. As Charlie Brower says, “A new idea is delicate. It can be killed by a sneer or a yawn; it can be stabbed to death by a quip, and worried to death by a frown.”

After the period of seclusion, everyone gathers again to discuss their ideas. When a concept is presented, the piece of paper on which it was written is placed on a wall, grouped with others by topic. As the process unfolds, the initial concept is developed and honed so the end result is tailored to solve the initial challenge. The participants add to – or offer an alternative to -- others’ ideas, but in a less contentious environment.

Participants finally judge the applicability of ideas and eliminate those they feel are impractical. An explanation is given as to why an idea is being removed from consideration, so egos are less likely to be damaged.

Another benefit of this technique is that the problem-solving session can evolve over a longer period than traditional brainstorming. If the idea cards remain on the wall, people can contribute at different times. Those who were not in the original session can view the cards and offer their comments. If posted online, people from distant locations can also make suggestions, since the trail of ideas is visible and fluid.

There is no “one way” to come up with creative solutions to marketing challenges. No formula exists to unleash innovative thinking. Solutions to problems can arise at any time, through a brainstorming session or serendipity. The only block to coming up with new ideas is one’s belief that he or she is not creative. If you feel that way, seek those of similar ilk and try left-brainstorming. You may be surprised at the fun you can have doing what you previously thought was impossible.

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*Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. 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](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com) @bookmarketing on Twitter*

**What's The Big Idea?**

Don't force it. An architect built a cluster of office buildings around a central green. When construction was completed, the landscape crew asked him where he wanted the sidewalks. "Just plant the grass between the buildings," was his reply. By late summer the new lawn was laced with paths trodden in easy curves and were sized according to the traffic flow. In the fall, the architect simply paved the paths. Not only did the paths have a design beauty, they responded directly to the user needs. What are you forcing? Where could you ease off?



## Novel Ideas

### Tips to Help You Sell More Fiction in Special Markets

#### **Side-Dooring: The Best Way to Publicize Fiction, By Jodee Blanco**

I can't tell you how many times I've heard colleagues say, "You can't publicize fiction." Let me state here and now: fiction can be just as newsworthy as nonfiction. The only limits are the boundaries of the imagination conceiving the campaign.

I teach courses on book publicity at New York University and the University of Chicago. I often tell my students there are two kinds of publicity pitches—front door and side door. The front-door technique is presenting the straightforward, obvious media angle, and it's effective only when the premise of the book itself can be positioned as news and the author's credibility is explicit.

Otherwise, and often with fiction, the side-door method is a useful creative solution. "Side-dooring" is providing alternative angles to the press that frame the book and author from a perspective not easily apparent. For example, you're publicizing an espionage thriller set in modern-day China. The author lived and worked in China for three months while researching the book. If you take the front-door route and pitch the feature writer at a newspaper to do a conventional author interview, it's likely the editor won't bite, because the book is fiction and the author isn't an academic expert on China. However, if you seek a side door, you open up a whole new spectrum of possibilities. For instance, you could pitch the newspaper's travel writer on doing an article about China as seen through the eyes of a celebrated novelist. Or you could pitch the reporter who covers the Far East for the paper's international section on interviewing your author for an article about the experiences of American writers who've lived in China. Opportunities abound!

Make no mistake about it, side-dooring is a powerful weapon in a publicist's arsenal of persuasive techniques—as you will see from these examples.

## Read It And Reap

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



*The First 90 Days, Updated and Expanded: Proven Strategies for Getting Up to Speed Faster and Smarter:* Transitions are a critical time for leaders. In this updated and expanded version of the international bestseller, Michael D. Watkins offers proven strategies for conquering the challenges of transitions—whether you're starting a new job, being promoted from within, embarking on an overseas assignment, being tapped as CEO, or any other major role change.



## Tips for Tips Booklets

Paulette Ensign



While many subject experts struggle with an abundance of content, more is often accomplished by pairing small amounts of information from multiple people. Co-authored books are known for bringing individual chapters from various authors together to form a compelling book on a particular theme. The same is true with tips booklets.

Mary Shafer of MaryShafer.com and WordforgeBooks.com brought several of her tips together with other experts and had instant consulting bookings from booklets. Her approach is a mixed strategy of sales and giveaways. Giving something to someone who's just attended a workshop, saying, "You'll find my contact info on page 15 of this new collection of tips from OTHER experts"

immediately and powerfully sealed her own expert status. In the ten days after that presentation, she received three inquiries from attendees, two of which became firmly scheduled paid consulting sessions. - a first-time result from a seminar.

**ACTION** - Determine ways to strategically give away your printed or downloadable solo or co-authored booklet, book, or other product to increase your paid product and service sales. Having a strategy beyond random distribution makes all the difference.

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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](mailto:Paulette@tipsbooklets.com)

## Barbara McNichol



*This is part of a series by editor Barbara McNichol to provide tips that help you write like a pro.*

### Not Sure If It's One Word or Two? Check This List

When you are proofreading your writing or a colleague's work, chances are you question if a phrase should be two words versus one. For example, should you write "backyard" or "back yard"? Because no one rule covers this, it's essential to look these up:

- rooflines (not roof lines)
- safe-deposit box (not safe deposit box)
- old-timers (not old timers)
- carsick (not car sick)
- safekeeping (not safe keeping)
- autopilot (not auto pilot)

- pocketknife (not pocket-knife)

To save you time checking a dictionary, you can turn to a helpful cheat sheet called **One-Two List**. No more guessing! Check this list first for an easy, fast reference on dozens of words.

*Your challenge:* Take a moment to check if something should be one word or two. To make that task easier, [send an email request with One-or-Two List in the subject line.](#)

When you know how to write with precision and accuracy, your professional reputation builds and your career can soar. Barbara McNichol is passionate about helping business professionals add power to their pen. To assist in this mission, she has created a word choice guide *Word Trippers: The Ultimate Source for Choosing the Right Word When It Really Matters* with details at [www.WordTrippers.com](http://www.WordTrippers.com).

*Today's Word Tripper: **Breath, breathe*** – “Breath” (a noun) means the air you inhale and exhale; “breathe” (a verb) is the action of taking breaths. “The jogger had to *breathe* hard until he could catch his *breath*.”

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When you know how to write with precision and accuracy, your professional reputation builds and your career can soar. Barbara McNichol is passionate about helping business professionals add power to their pen. To assist in this mission, she has created a word choice guide *Word Trippers: The Ultimate Source for Choosing the Right Word When It Really Matters* with details at [www.WordTrippers.com](http://www.WordTrippers.com).

## News From APSS Chapter and Partner Organizations

Calling all indie publishers and authors! The Colorado Independent Publishers Association's 22nd annual CIPA EVVY book competition is open for submissions.

Entry in the 2016 competition is open to any independently or self-published print book, eBook, or audio book published from 2012 onwards. Books may be submitted by the author, publisher, or credited service provider (such as the illustrator, designer, editor, printer, or consultant). CIPA membership is NOT required. The final date to enter this year's competition is May 21, 2016. The entry form and full guidelines for submission can be found here: <http://cipabooks.com/cipa-evvy-awards/>. To be placed on the EVVY mailing list and receive all contest updates straight to your inbox, go here: <http://eepurl.com/bcKNQj>.

This year marks the 22nd anniversary for the CIPA EVVYs, one of the longest-running book awards on the Indie publishing scene. Averaging over 200 entries, this year's EVVYs will consider submissions in 41 book categories and 8 technical categories. Entries are judged according to established criteria, and only entries that meet minimum requirements become finalists. Judges are selected through CIPA's competition judging qualification process and include teachers, business leaders, authors, critics, editors, and others.

Savvy authors have been able to parlay their book's awards into increased sales and distribution deals, and the CIPA EVVYs continue to provide an excellent way for independent authors and publishers to gain recognition for their hard work. Five-time CIPA EVVY award winner and author coach Teresa Funke notes: “CIPA is doing something very important with these awards . . . they are recognizing and honoring high-quality self-published books of all genres and bringing credibility to the efforts we make as independent authors. CIPA was providing positive attention to our books long before many credible sources would even consider looking at self-published authors. Each year, the

contest has grown stronger and more impressive, proof that we, as an industry, are moving forward. I'm proud to be a CIPA EVVY winner not just because it means that my books are good, but also because it puts quality indie books on a par with those that are traditionally published."

The Colorado Independent Publishers Association is a nonprofit statewide cooperative of authors, independent book publishers, and publishing professionals founded in 1992 by Evelyn Kaye, the awards' namesake. CIPA's mission is to encourage cooperative efforts and the free exchange of information, experience, and expertise to help members achieve and prosper, while also assisting the writing and marketing of their books through cooperative ventures, education, and networking. Find CIPA on the web at [www.cipabooks.com](http://www.cipabooks.com). We look forward to celebrating with you the best that independent publishing has to offer!

### Upcoming APSS Marketing Webinars

**May 3:** "Create Your 15-second Book Pitch" By Dr. Judith Briles; 5:30 pm ET; Register at: <http://tinyurl.com/jsbekq7>

**May 5:** "Marketing on a Budget – Get the Most Buzz for Your Bucks." By Brian Jud; 7:00 pm ET; Register at <http://tinyurl.com/zvs87gh>

**May 26:** "Green Audiences, Green Titles, Green Printing," By Shel Horowitz, 6:00 pm ET; Register at: <http://tinyurl.com/j4tanjd>