



How to Start an APSS Chapter in Your city

Thank you for your interest in helping with our new initiative to bring non-bookstore-marketing information to your city. You are one of the first people to participate in this program to give independent publishers the benefits of a national organization with the advantage of local interaction.

A trial chapter in Connecticut has been running successfully for several months. It has grown to a paid membership of over 30 people. We will use that experience to help you grow your chapter.

Our objective in starting a local APSS chapter in your city is to personalize our efforts assisting members increase their sales. We want to help independent publishers network with their colleagues locally, and get information more likely to meet their specific needs.

Our target member is someone who is serious about building a business selling books. They may be a single-title author or an independent publisher who wants to increase their revenue and profits with large-quantity sales to non-bookstore buyers.

The person we seek to lead this effort locally will be someone who can work independently to organize and maintain a local APSS chapter. You will form your own board, find a suitable meeting place and adapt the provisions described below to your chapter's needs.

You can keep all money collected for refreshments and 10% of all chapter-membership dues to cover out-of-pocket expenses. APSS will also pay for certain initial start-up costs. Money collected for an annual university or other event goes to the local-chapter treasury. If the chapter ceases, the balance in the treasury goes to APSS.

APSS will support you with "as needed" telephone contact with Brian Jud and pre-planned telephone meetings with other chapter officials. In addition, we will...

- Announce your chapter to all APSS members asking those in your area to contact you
- Place a page for your chapter on the APSS website. Please send me your contact info, photo and brief bio to display on your page. Here is an example of how it will look <http://community.bookapss.org/page/connecticut>
- Set up a template for a newsletter for your chapter. I'll send it with national news/articles with space available for local news. As time goes on you can add local info to fill
- Customize a flyer for your chapter, similar to that attached. Print it as a two-sided document, then fold it in thirds for a handy pocket guide.
- Create a logo for your chapter

Here are topics that will help you get started and plan a successful APSS chapter in your city. Your feedback on these will help us prepare future APSS Chapter Presidents for the task of starting a group.

- Get someone locally to help you – I will send you a list of all the APSS members in your area
- Set up a Facebook discussion group and invite/add current local APSS members
- Find a meeting place
- Plan an initial sales opportunity event; you can find a list of events at <http://www.artsandcraftsshowbusiness.com/shows.aspx>, then click on your state
- Plan an initial event and webinars (I can set up your webinars online and even conduct them for you)
- Prepare an announcement to send to local media, libraries, groups and bookstores
- Begin to recruit members by contacting local writing groups, Facebook and LinkedIn industry-related discussion groups, libraries, speakers groups, bookstores, Google search, self/hybrid/independent publishers, attending industry conferences, etc.

Physical location possibilities

Library
University or local college auditorium or classroom
Community room
Public school
Senior Center
Church is not recommended – some may misconstrue the meeting's intention
Easily accessible
Easy to give directions to it
Access to AV, microphone
Chairs available
Internet access
Screen or large wall on which to project power points
Have flip charts available for speakers; easily accessible electrical outlets

Board Positions

President
Vice President
Treasurer
Secretary

Committee Positions

Newsletter (APSS will provide a template monthly with nation content and room for local information)
Publicity
Program
Webmaster (Not necessary to create a separate website. Have a Facebook page for daily interaction. APSS will create a landing page on our website for your chapter)
Membership

Meeting frequency

Monthly meetings
Every other meeting in person

Interim meetings via webinar or teleconference

In-person meeting format

First half hour – success stories introductions of new members and guests; chance to ask questions about writing, publishing, marketing books

Next hour – guest speaker or discussion topics of the evening

Last half hour – general networking

Find the best format that stimulates participation among all attendees

Suggested meeting topics

These are samples of topics; local needs will direct the subjects and the order in which they are presented. APSS will help with content and finding speakers. In many cases we can provide the speaker, particularly if it can be done by Skype

General meetings

Fourth-quarter holiday party

Summer picnic

Panel discussions

Open discussions, Q&A sessions

Annual “University.” APSS will support (pay upfront costs) and promote this. Brian Jud will attend and will help get other national speakers.

Publishing. Marketing and Selling topics

Refreshments

Have members bring a “finger food” to share

Provide coffee, cups, plates, etc.

Ask attendees to contribute \$1 per meeting to help cover expenses

Speakers

Local experts

APSS will help provide nationally-known speakers

Local events

Future services (a year or more after the chapter is organized)

Mentor program (local and national mentors)

Speakers bureau

Mastermind groups (Success teams) now under beta test in CT

Promotion

Place flyers in local libraries

Coverage by local media (newspapers; radio, TV)

Regular mentions in Calendar section of local papers

Mentions in library and school bulletins

How to find members

Local bookstores

Universities (teachers, students)

Libraries

Members in writers groups

Google searches

If you are in general agreement with these suggestions, or have additional questions, let’s have a call to talk more.

Thank you,
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