

APSS Consulting Programs

Are you getting your share of book sales in the \$16 billion non-bookstore market? Now you can, with personal coaching customized to your needs, goals and titles. APSS can help you discover opportunities in unique market niches, contact buyers and negotiate large-quantity, non-returnable sales. You will find new ways to sell more books to schools, associations, corporations, military buyers and government agencies that need books just like yours. APSS offers consulting services for your needs and budget, on an hourly or project basis with Professionals who are experts in their fields. Take advantage of their expertise and you can...

- Sell more books to more buyers in lucrative, non-competitive markets
- Become more profitable selling in large quantities
- Minimize -- if not eliminate – returns

Design Your Own Consultation Package

Topics on which you can get personal help, examples and tips for selling *your unique books* – not just books like yours.

Participate in this program and you can become more profitable selling your books in ways that you never imagined and to people you never knew existed— in large, non-returnable quantities.

Discover new ideas, creative marketing techniques and innovative prospecting for proven results

Find out how to sell *your* books (not just books *like* yours) in large, non-returnable quantities to businesses, corporations, associations, schools and the military

“Not only is Guy incredible at sales, he’s amazing at *teaching* sales. By the end of our ten hours together, I had already made my first deal, which was worth more than the consulting fees I paid to work with Guy. He is full of ideas and it was so much fun to hear how he thinks. My mind was really opened to the many opportunities in the B2B market, and I am moving forward with more opportunities. It's not even a question that it's worth the money to work with Guy - if you implement, you will end up making a lot more than you initially spend!”

Karen Kilpatrick, Nina Charles LLC

Together we will create a list prospective buyers for long-term, recurring revenue

Discover practical book marketing tips and tactics that you can put into place immediately.

Get customized help for selling your books to buyers in corporations, associations, schools the armed forces

We read our book beforehand to prepare a customized consulting package for you

Four-Hour Basic Package

Hour One: Introduction and the Basics of Getting Started

1. What special-sales (non-bookstore) marketing is and is not
2. Know what you are selling
3. How to define target readers
4. Organization, segmentation and planning

Hour Two: General information, definitions and types of programs (With Guy)

1. Expectations for selling to non-bookstore buyers
2. Describe target consumers: Businesses, organizations, schools, associations, fundraisers, giveaways; People to contact in these areas; how and why they may use books as promotional items
3. Types of programs: gift with purchase, employee appreciation, incentives (sales, safety etc), on-pack, near-pack, training; examples of each

How will you benefit? With an awareness of new opportunities, you will narrow down your potential buyers to maximize your sales effectiveness. You can increase your sales in special markets where more than half of all books sold. Or in other words, you may be able to double your sales.

Hour Three: Who and how to contact

1. General prospecting strategy - start small and local, then move regional and national
2. Demonstrate how to find contacts online
3. Describe mass-marketing efforts (letter campaigns, email blasts, trade show contacts; business referrals; donation programs; radio show giveaways; employee giveaways)
4. Prepare letters to send to potential buyers

How will you benefit? You will end up customized, persuasive and effective marketing material that is ready to send to your list of potential buyers

Hour Four: Role Playing

1. Prepare a telephone presentation for prospecting, arranging appointments
2. Guy will act as a buyer for "calls" from attendees
3. Critique calls; discuss nuances: phone call etiquette, attitude, tips, suggestions for improvement

Add one or more of these to the basic package to customize our consulting to your needs, books and publishing business

Session A: Create sample programs and promotions

1. Meet with Guy for customized coaching and role playing
2. Corporate library, fundraisers, chapters – motivation employee education; co-op advertising; co-op sales programs; product tie-ins

Session B: Guy will make a telephone call to your prospects

1. You listen, learn and participate to the extent that you wish

Session C: Create sample programs and promotions

1. Corporate library, fundraisers, chapters – motivation employee education; co-op advertising; co-op sales programs; product tie-ins

How will you benefit? You are no longer a publisher, but a marketing consultant. Show your potential customers how they can use your content in unique ways and they will rely on you for long-term solutions for them – and revenue to you.

Session D: Selling to Non-Bookstore Retailers

1. Learn the procedures for finding distribution companies and techniques for selling to non-bookstore retailers such as...
 - a. Discount stores and warehouse clubs
 - b. Airport Stores
 - c. Supermarkets, pharmacies
 - d. Gift shops (General, hospital, hotel and other gift stores, catalogs, trade shows and gift marts)
 - e. Book clubs
 - f. Catalogs
 - g. Military exchanges

How will you benefit? Leave this session with a customized list of potential buyers in market niches and specialty stores potentially interested in purchasing your books.

Session E: Selling in Large, Non-Returnable Quantities to Other (Non-Corporate) Buyers

1. Learn the procedures for finding distribution companies and techniques for selling to non-bookstore retailers such as...
 - a. Associations
 - b. Academic buyers
 - c. Government agencies
 - d. Armed services

Session F: B2B promotional and marketing material

How to find and contact producers for niche media (print exposure and broadcast appearances)

Niche promotion and publicity tips

Creating sales literature

How will you benefit? Create persuasive marketing tools that hit the hot buttons of buyers in diverse industries. Get their attention with creative headlines and copy that gives them more reasons to buy for you. You will end up customized, persuasive and effective marketing material that is ready to send to your list of potential buyers

Session G: How to Prepare a Proposal

1. The seven parts that must be in every proposal for large-quantity sales to professional buyers

Session H: Creating and Making Persuasive Sales Presentations

Developing your presentation strategy

2. "Seven Cs" of good communication
3. Creating your presentation script
4. Vocal and visual delivery
5. Telephone presentations
6. How to end your presentation

Session I: Tips for Negotiating Large-Quantity, Non-Returnable Sales

Over 30 negotiating tips to maximize your net revenue

Eight traps to avoid

Nine ways to control the discussion

How to eliminate potential barriers to a successful conclusion

“After listening to Brian and Guy, I emailed the exact person I wanted to reach out to and was able to get a conference call with him. This well-known person loved my vision, my passion and my story. I am so thrilled, and it is huge for my vision of what I wanted.”

Pamela Bryson-Weaver

“I sold 500 books to an Urban League two weeks ago. Not much in terms of one sale, but guess how many Urban Leagues there are in the US?”

Simone Spence

Who are your coaches?

Two knowledgeable marketing pros will meet with you during they day. Together Brian Jud and Guy Achtzehn have sold over 5,000,000 of clients' books. Guy Achtzehn has built a business as an innovative marketer of promotional products.



Guy Achtzehn

Guy is the president of the Promotional Bookstore and founder of the Marketing and Sales Group, a company he formed over 20 years ago selling products as premiums, incentives and ad specialties to buyers in corporations, small businesses, associations, schools, government agencies, hospitals and other prospective buyers. He has represented Simon & Schuster and Random House titles.

Brian Jud



Brian is an author, book-marketing consultant, seminar leader, television host and President of Premium Book Company that sells books to non-bookstore buyers on a non-returnable, commission basis. He is also the Executive Director of the Association of Publishers for Special Sales (APSS).

Brian is the author of *How to Make Real Money Selling Books (Without Worrying About Returns)* and *Beyond the Bookstore - a Publishers Weekly® book*, a primer on non-bookstore marketing. He has written and published five titles on career transition that are distributed internationally, and is the author of the eight ebooklets *with Proven Tips for Publishing Success*. And Brian is creator of the series of Book Marketing Wizards and editor of the bi-weekly newsletter, *Book Marketing Matters*.

Brian conducts semi-monthly book marketing webinars and is a speaker in the series of *Masters of Marketing* seminars held in cities around North America.

Testimonials to Brian Jud's consulting ability

I have worked on projects with Brian Jud, and he is everything I would like a business colleague to be - honest, effective, easy to work with and creative. I would recommend Brian's information to anyone interested in increasing their real world marketing and publishing expertise.

Scott Flora, President, About Books

"Anyone who knows Brian is fortunate indeed. He is professional, friendly, a wonderful teacher, a helpful colleague, and a great person. He offers innovative ideas and solutions related to the new publishing paradigm."

Wendy Jane Carrel

"Brian Jud is a thought leader for authors and publishers who want to sell books. Not only are his ideas innovative, but they are easily implementable. He's a idea man and a true treasure to small publishers."

Lisa Peltó

I have experienced the work of most "book marketing gurus." You are the only one who has come through with results that equate directly into book sales.

Dusty White

"You lived up to your reputation of extraordinary knowledge in the publishing and marketing field."
Barbara Stratton

"Brian, you are one of the most knowledgeable people on the subject of marketing I know. Anyone would be lucky to have you on their team on any project."
Scott Sylvia

"I can't believe you are not charging a zillion dollars for all that great information."
Barbara Munson

"Okay, it's official. You are a genius. You don't know how long I've waited for this information."
Joy T. Vaughan, Author, Powerful People Powerful Lives

"I think your work is exceptional. Much of the information is of great assistance to me as I begin to sell my book and book-related products now in the corporate sector."
Oshana

"You're a wealth of information."
Stephen Busalacchi, author of White Coat Wisdom

"Whether you are an unknown or published author, Brian's in-depth knowledge of the business, resources, and instruction maps the way for your success. Before you do anything, spend an hour with him. It will save you hundreds of hours of frustration and dead ends."
Terri De Shazo-Arnett

"Thanks for all of your help, guidance and insight. Your call helped us tremendously."
Tom Ruff, President and CEO, Tom Ruff Company

"Our talk was extremely beneficial and productive - I feel grateful and energized by the wealth of your sharing and further inspired to "meet" with you again for the next chapter!"
Pie Dumas

"Brian Jud is a genius when it comes to any and all aspects of marketing books... don't market a book without him!"
Mark Amtower

Pricing for Personal Consulting

Four-Hour Basic Personal-Consulting Package -- \$499

- Hour One: Introduction and the Basics of Getting Started
- Hour Two: General information, definitions and types of programs (With Guy)
- Hour Three: Who and how to contact
- Hour Four: Role Playing
-

Mix-and-Match Hours of Personal Consulting

- Individual one-hour consultations @ \$150
- Any 5 hours @ \$625
- All 13 hours \$1300 (includes two hours of time to ask questions via email for one month after the conclusion)

More Reasons Why Should You Utilize Our Services

More than half of all book sales are made to non-bookstore buyers. You will discover how to find those markets and sell your books to them in large, non-returnable quantities. You can double your book sales profitably simply by doing what you learn.

Invest in your future. One idea could turn your investment into a thriving, profitable business

Our clients are the people who “get it”. They know that if their business is going to be successful, it’s up to them to create, find and implement savvy marketing strategies to make their book sales soar

Discover new ways to sell your particular book – not just books like yours

Active learning is more motivational; you are more likely to implement the ideas you hear—the personal interaction compels you to action with a greater likelihood of positive results

Each consultation is “content-heavy”

There will be a large quantity of information on a variety of interconnected topics. You will learn from two experienced and successful professionals whose experience and interrelated content can help you exponentially.

For More Information Contact:
Brian Jud
BrianJud@bookmarketing.com
(860) 675-1344