



**Connecticut Authors and Publishers Association (CAPA)**  
**CAPA Mini-U: A One Day Intensive University Workshop**

**Saturday June 25, 2016 – 10:00am – 4:00pm**

**Location: The Loop Event Venue, 311 East Street, (RT 10) Plainville, CT 06062**

**1 Day - 3 Workshops - Price = \$40.**

**Workshop Is Limited To A Maximum of 50 People – First Come, First Serve –**

**Sign Up Now To Reserve Your Spot!**

**CAPA University Workshop Presenter: Brian Jud**

**10:15AM-11:45AM – What is special sales (non-bookstore marketing) and how you can sell more books in large, non-returnable quantities**

- **A comparison of retail vs. non-retail buyers:** once you understand the pros and cons of these two segments you can approach them effectively and efficiently
- **Ten benefits of special sales:** ten reasons why you made a good decision to sell to non-bookstore buyers
- **Fastart™ checklist:** an overview of all the steps you can take and in order in which to take them
- **Define your target readers and buyers.** Who are the people who can benefit the most from reading your content? Who else? Where do they work? Shop? Associate? Go to school? Who could be a decision influencer? The answers to these questions will make all your promotion and selling efforts ore effective and efficient.

**12:30PM-1:30PM - How to find and contact prospects among non-retail buyers.**

Create a prospect list to find new buyers for your books among buyers in non-retail segments. These could be marketing people, HR managers, sales managers, association meeting planners, and prospects at government agencies, military buyers, libraries, book clubs or at schools.

**1:45PM-3:30PM - How to find and contact prospects among retail buyers.**

You are already familiar with this sector – it's just like selling through bookstores. You find distributors or wholesalers to get your books into retail outlets where they are sold off the shelf to consumers. Payments are made in two or three months and unsold books are returned.

Examples of non-bookstore retailers are discount stores and warehouse clubs, airport stores, supermarkets and pharmacies, museums, zoos and national parks, gift shops, and specialty stores.

Register at [www.bookapss.org/JudMiniU.pdf](http://www.bookapss.org/JudMiniU.pdf) or [www.aboutcapa.com](http://www.aboutcapa.com)  
Send your payment check of **\$40**. Made out to **CAPA** along with this form to:

**CAPA Mini-U**  
**Debbie & Mike Kilday**  
**54 Tosun Road**  
**Wolcott, CT 06716**

\* **Write 6-25-2016 CAPA Mini-U on the memo line of your check**

As soon as your information and payment is received, you will receive a paid receipt via e-mail.

**Please Print In ALL CAPITAL LETTERS & PRINT NUMBERS CLEARLY**

The numeral zero should be represented with a slash through it (Ø), so as not to confuse it with the letter O.

Name: \_\_\_\_\_

Street Address (No P.O. Box): \_\_\_\_\_

City, State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Visa, Master Card, Discover, American Express = \$40. + \$5 Credit Card Handling Fee = \$45.

Credit Card # \_\_\_\_\_

3 or 4 digit security code \_\_\_\_\_ Expiration Date (Month & Year): \_\_\_\_\_

Name as shown on card: \_\_\_\_\_

Signature: \_\_\_\_\_

If you have any questions e-mail:

Debbie T. Kilday, Mike L. Kilday – CAPA Special Event Directors

E-mail: [aboutcapa94@gmail.com](mailto:aboutcapa94@gmail.com)

OR CALL 203-982-6838, LEAVE A MESSAGE WITH YOUR NAME, PHONE NUMBER

\*No refunds once payment is received, \*No refunds for no-shows or cancellations

SCHEDULE FOR SATURDAY JUNE 25, 2016:

You will receive printed materials to take home for reference after attending this workshop

COFFEE, TEA, & WATER WILL BE INCLUDED AND AVAILABLE FROM 10:00AM-3:00PM

10:00AM-10:15AM	CAPA Welcome, Announcements
10:15AM-11:4AM	<b>Class - What is special sales (non-bookstore marketing)</b>
11:45AM-12:30PM	45 Minute Lunch Break
12:30PM-1:30PM	<b>Class - How to find and contact prospects among non-retail buyers</b>
1:30PM-1:45PM	15 Minute Break
1:45PM-3:30PM	<b>Class - How to find and contact prospects among retail buyers</b>
3:30PM-4:00PM	Book sales, networking, MUST LEAVE THE LOOP NO LATER THEN 4:00PM

Address: The Loop Event Venue, 311 East St (Route 10) Plainville, CT 06062

Directions: From Northern CT & MA, West I-84, to exit 32, (Queen St) left at end of ramp, Sno-White Plaza is approx. 2 miles from highway on the left In Plainville on Route 10.

Directions: From Western CT and NY, East I-84, exit 32, right at end of ramp, Sno-White Plaza is approx. 2 miles from highway on the left in Plainville on Route 10.

## Presenter – Brian Jud



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

Brian is the author of *How to Make Real Money Selling Books (Without Worrying About Returns)* This is the ultimate do-it-yourself guide to selling your books to non-bookstore buyers in large quantities, with no returns. He also wrote *Beyond the Bookstore* (a *Publishers Weekly*® book), a primer on non-bookstore marketing.

Brian has also written and published five titles on career transition that are distributed internationally. He is a prolific writer of articles about book publishing and marketing. He is the author of the eight e-booklets with *Proven Tips for Publishing Success* and the contributing editor to the monthly newsletters, *Book Marketing Matters*, *The Sales Informer*, *The Authority* and *Bound to Sell*. He was the host of the television show, *The Book Authority* that aired for 13 years.

Brian was an adjunct lecturer of sales and marketing courses for graduate and undergraduate students at the University of Hartford and the University of Connecticut. Brian is a regular speaker on marketing topics at IBPA's Publishing University and for publishing groups around the country. Brian has a BS degree in Marketing from the University of Cincinnati and an MBA in Marketing from Xavier University.