



# The Premium Book Company Speakers Bureau

**Available for authors who 1) have a title listed in the Premium Book Company special-sales program *and* 2) who are experienced speakers**

Our special-sales program entails selling books through more than 5000 promotional products sales people. They call on corporations, schools and associations on a regular basis to sell books as premiums and ad specialties. Periodically, they have the opportunity to arrange speaking engagements in conjunction with their selling efforts.

## **How the PBC Speakers Bureau Works**

The salespeople *do not actively seek speaking engagements for you*, but will coordinate a speaking opportunity for you if, during the course of their normal book-selling efforts, they can arrange a speaking event *and* sell books. When that occurs, they will communicate with Brian Jud. Brian will put you in touch with the meeting planner for you to negotiate the details and your fee. This should not be considered as your sole source of speaking appearances.

## **Requirements**

We can only work with authors who are experienced speakers, *and* have a title listing in our catalog. If you are a member of the Nation Speakers Association, Toastmasters, or can demonstrate considerable speaking experience, you are eligible for this program.

## **What to send**

Email to Brian Jud a high-resolution photo (300 dpi or greater) of you *in action*, a 50 – 60 word description of your topic, and your speaking fees (fee, expenses, etc.).

## **Compensation**

We receive 5% of your final, negotiated speaking fee and 40% of the retail price for the books sold (our standard compensation). After April 1, 2010 there will be a \$100 charge to be in this program in addition to the fee to be listed in the catalog. There is no additional charge for author/speakers currently listed in the 2009 or 2010 catalogs.



For more information, or to enroll in the program contact Brian Jud, P. O. Box 715, Avon, CT 06001  
[Brianjud@bookmarketing.com](mailto:Brianjud@bookmarketing.com) or (860) 675-1344