



TOP 10 WAYS

IBPA Empowers **YOU**

1 Get advice from your own personal publishing consultant.

IBPA staff people are always available to answer any questions you have. Why pay \$150 an hour for a consultant when you can find answers—for free—as an IBPA member?

2 Sell more books using valuable tips from the *IBPA Independent*.

Voted the number one benefit of membership, IBPA's bi-monthly magazine is full of practical advice from publishers. The archives provide instant access to past publishing topics.

3 Sell more books directly.

IBPA's cooperative marketing programs present your title(s) to librarians, bookstores, reviewers, schools, and target markets through professional print and electronic direct mailings at a savings of hundreds of dollars.

4 Sell more books at industry trade shows.

Don't spend \$1,000+ on travel, hotels, food, and booth space when you can display your books to qualified buyers in the IBPA-staffed booths at major industry trade shows.

5 Sell more books with IBPA educational programs.

Attending our annual IBPA Publishing University and webinars through our IBPA Publishing University Online can bring you to another level as you learn new skills and make key contacts.

6 Save \$1,000s.

Discounts from IBPA partners on shipping, email newsletter creation, social media strategies, marketing and promotion services, and more of what you need will save you many times the cost of membership.

7 Make a difference in your publishing community.

Be a part of the largest association for independent publishers in the world. IBPA promotes the interests of independent publishers and advocates in the industry on your behalf—your voice is heard.

8 Meet and network with people in the industry.

Within SocialLink, Facebook, LinkedIn, and Twitter, share advice and network with your colleagues. If face-to-face interaction is more your style, join one of IBPA's monthly online Member Roundtable discussions.

9 Save time.

IBPA has the tools and resources to guide you in the right direction when you need ideas and know-how, including the marketing programs, to relieve you of clerical chores so you can do what you do best—plan your work and work your plan.

10 Invest in your future.

IBPA doesn't just help sustain publishers—we are constantly looking ahead and taking steps that make sense for your future. Publishing is changing and expanding at the speed of light. IBPA membership not only helps keep you up, IBPA helps you stay one jump ahead!

Get more information and details
about IBPA Membership Benefits at
ibpa-online.org

