

So you've published a book ...

Now What?



Congratulations! Finishing a book-length manuscript and getting it up on Amazon is a huge accomplishment! But now ... how do you get the word out so readers can actually find your book? How does "the little guy" get reviews and media coverage if you're not published by one of the big, traditional New York houses? Find out at our latest workshop!

Central Coast Writers Presents

"HOW TO PROMOTE YOUR BOOK"

with PR expert Diane Hinds

- Targeting your audience
- Creating a key message
- Media releases: writing and distributing
- Affordable publicity and advertising

SATURDAY, MARCH 10

10:00 A.M. – NOON

(doors open at 9:30 a.m.)

MONTEREY PENINSULA

COLLEGE – SAM KARAS ROOM

(plenty of free parking)

\$30 MEMBERS

\$40 NON-MEMBERS



Diane Hinds has promoted some of the biggest names in the business—Aretha Franklin, Barry Manilow, Whitney Houston and the Four Tops. After a career in entertainment promotion, she became interested in book publicity when she realized how difficult it was for independent authors to get reviews and media attention for their work. Now she's a highly sought-after presenter on the topic of book publicity, whose clients include best-selling mystery author Anne Perry. Diane is based in the UK and is making a rare West Coast tour, so don't miss this opportunity to pick up valuable tips from one of the top experts in the field.

This workshop is designed for self-published authors, but is sure to include advice we can all benefit from. Don't miss it!



Register with PayPal at www.centralcoastwriters.org – or – fill out and mail the form below.

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Name: _____

Address: _____

City/State/Zip: _____

Email: _____ Phone _____

I am a CCW Member (\$30) _____ Non-member (\$40) _____

Pay by check made out to: "CCW Branch of CWC"
Mail to: CCW Workshop, P.O. Box 997, Pacific Grove, CA 93950