

Author Workshop: *HOW TO!*

Presented by: Marcia Glenda Rosen

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This informative and interesting workshop from concept development, importance of editing, manuscript review, publisher options and opportunities to challenges of book marketing the presentation will address those interests and answer many of your specific questions. Marcia Rosen's knowledge is based on nearly twenty years experience as an advisor to numerous authors who have written and published fiction, non-fiction, poetry and children's books. See bio link.

This workshop is for published authors and for all who are working on their first book and finding their writing voice. We'll talk about *How To!* make these elements work for you.

Writing

Concept development

Good editing

Manuscript review

Publishing

Publishing options (Traditional, Hybrid, Self-Publishing)

Query materials and targeting the right Publishers/Agents

Best publishing choices for YOU

Book Marketing and Public Relations

Enhance awareness and create an identity for your author name and work. How To...decide what is best for you within your budget.

Traditional includes but not limited to: participation in book events, speaking opportunities, conference participation, community outreach, requesting testimonials and developing and pitching public relations materials (press releases, announcements, article placement, etc.) Plus, networking, the value of making connections and how to use them.

Social Media includes but not limited to: a creative and informative website, developing a plan utilizing promos on Facebook Author page, Twitter and Bookstagram, participating in blog tours, podcast author interviews and other promotional opportunities best suited to book and author.

Marcia Rosen