

Join us on Saturday, September 9th for our Branch Meeting and Luncheon



Promoting Your Book: Building a Successful Marketing Strategy with Andrew Benzie of Andrew Benzie Books

Whether you are traditionally published or opt for independent or self-publication, all authors need to develop the skills necessary to market their books. Andrew Benzie, publisher, designer, and author, will teach you how to effectively brand and promote your book and show how to build a successful book sales marketing strategy.

You will learn:

- How to powerfully **Brand** your book
- How to successfully **Promote** your book to maximize sales
- How to build and implement a successful marketing **Strategy**
- How to maximize the **Visibility** of your book
- **Discover** marketing tips used by successful authors

Bay Area native Andrew Benzie has over **30 years experience** in the design industry. He has worked for corporate art departments and as a freelance designer for his own company, Andrew Benzie Creative Design (ABCD). In 2010, he established his own publishing company, Andrew Benzie Books, to help authors design, publish, and market their books in both softcover and eBook formats.