

Join us on Saturday, September 8th for our Branch Meeting and Luncheon

**Book Marketing and Launch Strategies:
Essential Tactics to Grow your Audience and Increase Book Sales**

featuring Stephanie Chandler

With these powerful, proven tactics, you will be able to reach more readers, grow your platform, and ultimately sell more books.

You will learn how to:

- Build a pre-sales strategy with beta readers for feedback, buzz, and reviews
- Use easy content marketing tactics to build your mailing list
- Generate more book reviews
- Connect with online resources for massive exposure
- Leverage podcasting, blogs, and video that get results
- Promote with Facebook strategies you haven't heard anywhere else (really!)



Stephanie Chandler is a frequent speaker at business events and on the radio, and has been featured in *Entrepreneur Magazine*, *Businessweek*, Inc.com, and *Wired* magazine. She is the author of nine books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books*. Stephanie is also founder and CEO of NonfictionAuthorsAssociation.com, a vibrant educational community for experienced and aspiring writers and NonfictionWritersConference.com, an annual event conducted entirely online.