

CWC MT. DIABLO BRANCH



Writers Table

**June
12**

*The Creation of
Book Trailers*

What is a Book Trailer

It is basically an elevator pitch with illustrations and music, with four caveats: Keep it brief, make it original, make it memorable, and leave the reader/publisher with the thought "tell me more."

**Presented by CWC Member
Karen Stephen**

The book trailer (pitch) is, in a way, the very heart of marketing a book. It's the heart of your product, and the heart of your brand.

*Join us at the general meeting June 12, 2021
Writers Table starts @ 10:00 a.m.*

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Diablo member
Karen Stephen**

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Don't miss any of this intriguing presentation.

In 2001, Karen got bitten by the fiction-writing bug after running into her former high school chemistry teacher, turned award-winning author, Encouraged by his review of the first draft of a novel she had written several years earlier, she began taking writing classes and participating in professionally led critiquing groups. Her first book, DEGREES OF OBSESSION took shape over the next several years and was self-published in 2005 with the help of my writing mentor Margaret Lucke, and her second book, MOTHER TONGUE was published in 2014. Karen received a Doctorate in Psychology in 1970, and over the next forty years worked in both the public and private sector, first as a research psychologist and then as a clinician, retiring in

