

# In-Person and Zoom BRANCH MEETING

February 12, 2022

Check-In 11:00    Writer's Table 11:15    Lunch 12:00

Business Meeting 12:40    Speaker 1:00

## *Build an Author Platform that Sells Books (Even if the Word "Platform" Scares You!)*

*Featuring*

### **Joey Garcia**

Even if you self-publish or use a hybrid press, you need a platform if you want readers to find you. What exactly is a platform? It's all of the ways you leverage your expertise and tap your network to sell books: bylines in high-circulation publications, a social media following, organizational affiliations, your website, and media interviews. This presentation offers insider tips to build a strong platform and network—even if you're an

your audience, boost your book sales, and even bring agents and the media to

#### **What we will learn:**

- Craft an author bio that promotes your book and platform
- Position yourself as an expert so the media comes to you
- Attract major media attention without a huge social media following
- Think like a media outlet when designing your author website
- Leverage a media interview or presentation so it results in book sales



**Joey Garcia** is an editor and author platform coach. Her clients have been featured in *The Wall Street Journal*, *Smithsonian Magazine*, *Ms. Magazine*, CNN, and *The Tamron Hall Show*, among others. In 2014, during her book tour for *When Your Heart Breaks, It's Opening to Love*, Garcia leveraged her relationship advice book to become the invited on-air Relationship Expert for Fox40-TV, a gig she still holds. She's also been featured in HuffPost, *USA Today*, *Deutsche Welle*, KVIE public television, Sweden's *Global Woman TV*, Australia's *Ticker News*, and the *Dear Prudence* podcast. Joey established the first literary fellowship in Belize, her birthplace. [www.joeygarcia.com](http://www.joeygarcia.com).