

CWC Mt. Diablo Presents

April Branch Meeting on Zoom*

April 9, 2022

Time: 11:00 a.m.- 2:00 p.m.

Advanced Book Marketing and Launch Strategies

featuring

Stephanie Chandler

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Stephanie Chandler is the author of several books including *The Nonfiction Book Publishing Plan* and *The Nonfiction Book Marketing Plan*. She is CEO of *NonfictionAuthorsAssociation.com*, a vibrant educational community for experienced and aspiring writers, and *NonfictionWritersConference.com*, events conducted entirely online since 2010. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur*, *BusinessWeek*, and *Wired* magazine.

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

- Build a pre-sales strategy with beta readers for feedback, buzz, and reviews
- Utilize easy content marketing tactics to build your email list
- Access online resources for massive exposure
- Leverage podcasting, blogs, and video that get results
- Plan your own speaking tour—online and offline
- Promote with Facebook strategies you haven't heard anywhere else (really!)