

## **You CAN promote your own book**

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Most writers hope to sell a million books and make the New York bestseller list. The first way to do that is by writing a great book, and the second is to promote the book to increase sales. This workshop will help the writer find what kinds of promotions are available, what to spend their money on, and where to find small hidden outlets that may lead to larger opportunities. Also presented will be the value of a website and what to include on one, press releases and do they work, how to contact TV, radios and newspapers. Where to find new angles, to blog or not, are book signings worth the time, are doing workshops of value and does any of it really work to increase book sales will all be presented.

In my workshop I will be sharing my personal successes and failures, what I would do again, what isn't worth the time or money, outlets I've discovered and tricks to getting a book noticed.

Materials: Visual aids and a handout

What attendees will take away :

1. Where to put the time and money in promotion
2. How to increase sales
3. How to find new promotion ideas