
Next Program

Saturday, March 9, 2013

Angela Schiavone



Smashwords and Best Practices of E-Publishing

Angela Schiavone serves on the marketing team at Smashwords where she helps develop educational outreach programs for the Smashwords community. Angela was a Smashwords author before she became a Smashwords employee. She has self-published several titles including *Metanoia*, *Who Killed Abigail Watson*, *Forever Hold Your Peace*, and *The Lost Suitcase*.

Since 2008, more than 185,000 titles have been published on the Smashwords platform by over 55,000 authors, publishers and literary agents. Smashwords distributes ebooks to retailers such as the Apple iBookstore, Barnes & Noble, Sony and Kobo, as well as sending e-books to libraries throughout the United States.

What You Will Learn

Angela will cover the dramatic changes that provide opportunities for independent authors and small publishers, revealing the secrets of the most commercially successful self-published authors and publishers. You will learn

- trends that led to the democratization of the book publishing industry
- how to prepare, publish, and distribute an e-book to a global market
- how to price, market, and promote your e-book
- how to maximize discoverability and increase viral word-of-mouth

Registration Details:

- Sign-in: 11:30-12:00 p.m.; Lunch, 12:00-12:45 p.m.; Program, 12:45-1:30 p.m.
- Zio Fraedo's Restaurant, 611 Gregory Lane, Pleasant Hill, CA.
- Members: \$20; Non-members: \$25
- To attend, contact Jean Georgakopoulos at [jeaniepops \(at\) comcast \(dot\) net](mailto:jeaniepops@comcast.net), or phone 925-934-5677 for

reservations. Reservation deadline: Wed., Mar. 6



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