
Next Program and Events Calendar

Saturday, January 10, 2015

Program Register online (see cost below) [Buy Now](#)

The Secrets to Ebook Publishing Success

Jim Azevedo



Jim Azevedo, Marketing Director of Smashwords will reveal the best practices of the most commercially successful self-published Ebook authors.

Whether you're still completing your first book or a professional author investigating Ebook self-publishing, this session will provide immediate steps to help maximize the discoverability and sales rank of your work.

Jim will cover best practices such as:

- Metadata: what it is and how to use it to your advantage
- Leveraging viral catalysts to make your books more discoverable
- How to use pre-orders to help hit bestseller lists
- Creating covers that get noticed
- Exclusivity: friend of foe?
- Addressing the global market opportunity

Jim Azevedo is the marketing director at Smashwords, the largest distributor of self-published Ebooks, serving approximately 100,000 independent authors, publishers, and literary agents. Since 2008, Smashwords has helped authors globally to publish and distribute more than 320,000 titles to retailers such as Apple iBooks, Barnes & Noble, Kobo, and Flipkart, as well as to subscription services Oyster and Scribd, and to libraries via its partnerships with OverDrive and Baker & Taylor. By night, Jim is the drummer for *Rivals*, a popular San Francisco Bay Area indie rock band. Jim is also the author of the forthcoming book, *How To Get Your Band out of the Garage*.

Registration Details: Make life easy. Register *before* you arrive: [Buy Now](#)

- Sign-in: 11:15 a.m. – 12:00 noon
- Lunch: 12 noon – 1 p.m., including short business meeting
- **Speaker: 1:00 p.m. – 2 p.m.**
- Zio Fraedo's Restaurant, 611 Gregory Lane, Pleasant Hill, CA
- **Cost:** cash and check on site Members \$20/Guests \$25; PayPal (click "buy now") \$22/\$27. **NOTE: Due to Internet access problems, credit card transactions at the sign-in table are no longer possible.**
- **To attend:** contact Robin Gigoux at ragig (at) aol (dot) com, phone 925-933-9670, or click "buy now" for reservations. **Reservation deadline:** Wed., Jan. 7, 2014 at noon.

Events Calendar for the rest of our season

Jan. 10: Jim Azevedo of Smashwords, **The Secrets to Ebook Publishing Success**

Feb. 14: Susan Shea, author of mysteries set in the world of art and finance, **Craft**

Mar. 14: Jordan Rosenfeld, **Make a Scene**, Craft Workshop

Apr. 11: Eric Elfman, **How to Hook them from the First Page**

May 9: Young Writers Contest; Marissa Moss, publisher of Creston Books

June 13: Joshua Mohr, on **Craft**



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