

February 2006 Meeting

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How to Make Yourself Irresistible to a Publisher

David Cole, owner and principal of Bay Tree Publishing, will explain how to make yourself irresistible to a publisher at the February 11 meeting of the California Writers Club's Mt. Diablo Branch.

Cole is the author of *The Complete Guide to Book Marketing* and co-author of *The Lobster Kids' Guide to Exploring San Francisco*. He founded the San Francisco Bay Area Book Festival and currently serves on the Board of Directors of PMA: The Independent Book Publishers Association. He has spent almost 30 years in publishing with stints in editing, production, publicity, marketing and management.

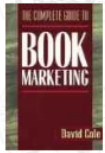
Find out what publishers are really looking for, how to stand out from the crowd, and how to insure that your book is not just published, but successfully published.

The Hungry Hunter restaurant is at 3201 Mt. Diablo Blvd., Lafayette (corner of Mt. Diablo Blvd./Pleasant Hill Rd.) Take the Pleasant Hill Rd. SOUTH exit off Hwy. 24 freeway. HH is just south of the freeway. In case you get lost, call  (925) 938-3938  for directions.



BAY TREE PUBLISHING

[David Cole's Website](#)



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