



California Writers Club

Mt. Diablo Branch

Chartered in 1987

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Next Program

Maria Murnane

Sell Your Book! Tons of Tips from a PR/Marketing Pro

Saturday, April 14, 2012



At this morning workshop, you will learn to

- prepare for your marketing campaign
- tap existing and new networks to build credibility and a fan base
- spread the word to a larger audience
- avoid mistakes that will cost you time, money, and readers

Background

Maria Murnane has an M.A. in integrated marketing and years of PR experience. Her self-published novel, *Perfect on Paper*, was picked up by Amazon Publishing due to creative strategies she used to get the word out. It hit #2 overall on Amazon in November, 2011. Amazon published her second novel, *It's a Waverly Life*, and CreateSpace hired Maria to write a weekly blog on all things books. For both traditionally and self-published books, Maria will teach you how to build a solid foundation for your book marketing campaign.

Registration Details:

- Sign-in: 8:30 – 9:00 a.m., Zio Fraedo's Restaurant, 611 Gregory Lane, Pleasant Hill
- 9:00 – 9:30 a.m.: breakfast
- 9:30 a.m. – 12:30 p.m.: workshop
- \$35 members, \$40 non-members
- **To attend, contact Jean at [jeaniegpops\(at\)comcast\(dot\)net](mailto:jeaniegpops(at)comcast(dot)net) or phone 925 934 5677 for reservations**

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