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## Next Program

**Sean Hazlett**

### ***Blogging to Build an Audience 101***

Saturday, March 10, 2012



What you will learn:

- why authors should blog
- how to establish your brand
- ten lessons on how to build an online blogging platform

Sean's agent, Michael Larsen, wanted Sean to build a platform for his book, *Countering Cataclysm: The Conservative Case for Clean Energy*, before approaching publishers. The [blog](#) would be part of a platform that would help the publisher with marketing. In thirteen months, Sean grew his site from 1,000 hits per month to 25,000 page views per month. Several of his blog posts have been mentioned on the *Huffington Post* and *Time Magazine's* Ecoblog.

The blog has helped Sean to build a future audience for his book, and helped him gain exposure to his "brand." One blog reader even indicated interest in buying 60 copies of his unwritten book each year for a college course he teaches.

#### ***Background***

Writing since the age of 10, Sean has degrees from Stanford, the Harvard Business School, and the Harvard Kennedy School of Government. He served 5 years training troops in the Mohave Desert. He is currently a technology analyst, and has published over 150 equity research reports on clean energy and semiconductor companies. The *Economist* has cited his report on the smart grid industry on at least two occasions.

#### **Registration Details:**

- Sign-in: 11:15 a.m., Zio Fraedo's Restaurant, 611 Gregory Lane, Pleasant Hill

- 11:45 a.m.: buffet lunch
- 12:45 p.m.: short business meeting, followed by Sean's presentation
- \$20 members, \$25 non-members
- **To attend, contact Jean at [jeaniegpops\(at\)comcast\(dot\)net](mailto:jeaniegpops@comcast.net) or contact 925 934 5677**

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