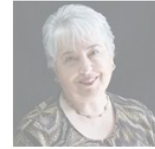




California Writers Club

Mt. Diablo Branch

Chartered in 1987



Barbara Bentley

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**CALIFORNIA WRITERS CLUB
MOUNT DIABLO BRANCH
SATURDAY, MARCH 14, 2009
WELCOMES**

**STEPHANIE CHANDLER
"BUILDING AN ONLINE PLATFORM TO SELL MORE BOOKS"**

Just about every agent and editor asks an author: "What's your platform?" Why? Because the wider and deeper our potential market is, the more books we can sell. The Internet has become one of the most powerful marketing tools for authors. Whether we already have one or twenty books to our credit or are just now venturing into publishing, a strong online presence is essential to success. Our March speaker's practical guide, *The Author's Guide to Building an Online Platform* (Quill Driver Books), details ways to dramatically increase our publishing success. By following these simple strategies, we can access a world of opportunity. Stephanie will share with us how she built her own platform online and what she learned along the way.



She will show us how to:

- Develop an online platform that impresses editors and agents
- Create an effective Web site and reach a global audience
- Drive traffic to our sites
- Implement online sales
- Establish ourselves as experts in our field
- Stand out against the competition
- Build a long-term career in publishing

With so much competition in the publishing field, it is critical to find new, innovative ways to promote our work. Don't miss the March meeting!

CWC Members and guests are welcome to come, learn, and network with other local writers. Time: 12-2:30 p.m. (sign-in begins 11:30 a.m.)

Place: [Zio Fraedo's Restaurant](#) at 611 Gregory Lane, Pleasant Hill (near the intersection of Gregory Lane and Pleasant Hill Road). There is ample parking both in front of and behind the restaurant. Cost: \$20 Members, \$25 Non-Members Menu: A sumptuous luncheon buffet

[Other past meetings...](#)