



The Elk Grove Writers Guild Presents

## **Book Promotion Simplified!**

*Seven Easy ways to Attract More Readers, Media & Opportunities*

A Virtual Workshop with Joey Garcia

July 30<sup>th</sup>, 2022 – 1:00 to 4:00 PM

Register below **NOW!**

1. Identify your manuscript's newsworthy themes
2. Craft an author bio that inspires readers and the media to contact you.
3. Get major media attention without a huge social media following.
4. Think like a media outlet when designing promotional materials for your book.
5. Write a powerful book pitch and press release.
6. Grow your email list so it boosts your brand and platform.
7. Leverage a media interview so it results in book sales.



**Who is Joey Garcia?** Joey is a media pro whose proven techniques have built notable author platforms for writers whose careers are flourishing. Her clients have been featured in Ms. Magazine, CNN.Com, the Tamron Hall Show, Smithsonian Magazine and on the Today Show parenting blog. She's the author of *"When Your Heart Breaks, It's Opening to Love,"* and she's the on-air Relationship Expert for Fox40-TV.

**BONUS:** The first 5 to Register by June 5th will get a chance to have their current marketing materials reviewed during class. Send your questions to Loy Holder, [egwg2020@gmail.com](mailto:egwg2020@gmail.com).