

# WRITERS' FORUM:

## Effectively Represent Yourself and Your Book

Whether you are new to writing or an experienced author, join us for this interactive discussion to get tips from experts in the field.



### Strategic Planning for Book Signing Events and Readings.

Learn what you should be doing NOW, no matter where you are in the writing or publishing process.

**Susan McBeth** is Founder and Owner of *Adventures by the Book*™ and *AuthorPreneurs*™.



### Prepare for Interviews, Readings, and Presentations.

Learn how and where to present your book, so people will buy it.

**Kathi Diamant** is the author of the Geisel Award-winning *Kafka's Last Love*.



### Online Marketing for Busy Authors

Learn how you can raise awareness for your books and use online marketing, social media and your website to effectively promote your book.

**Fauzia Burke** is the founder and president of FSB Associates and author of *Online Marketing for Busy Authors* (coming in spring 2016).

## FOOD & PRIZE DRAWING

Enter a drawing to win a free consultation and advanced reading at the 2016 San Diego Writers' Conference to be held on January 22-24, 2016. Each prize is valued at \$50.

## Wednesday, December 9

Shiley Special Events Suite  
9th floor

5:30 p.m. - 7:30 p.m.

(Doors open at 5 p.m.)

Space is limited.

**RSVP** to

[LibraryMarketing@SanDiego.gov](mailto:LibraryMarketing@SanDiego.gov)

## CO-SPONSORS

San Diego Public Library  
San Diego State University College  
of Extended Studies

32<sup>nd</sup> SDSU Writers' Conference  
January 22-24, 2016  
Marriott Mission Valley • San Diego, CA

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