

You Wrote It, Now You Have to **SELL** It!

Sales, Marketing, and Publicity in Today's Publishing Climate

Publishers acquire books that they are confident they can sell—and **sell well**. And who is the most important marketing partner on the team?

That's **you**, the author.

If you want to maximize your sales and market potential across different genres, this panel will show you how by featuring:

- ✓ Author essentials during the publication process
- ✓ Selling and distribution tips
- ✓ Pivotal marketing techniques
- ✓ Social media strategies

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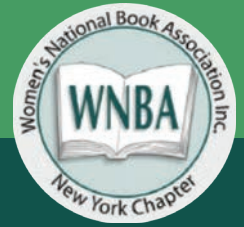


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Panelists



Penny Anna Makras
Senior Marketing Manager at
HarperCollins Publishers



Michelle Blankenship
President at Blankenship
Public Relations



Lori Shurtz
National Account Manager,
Penguin Random House
Publisher Services



Darcie Rowan
Darcie Rowan PR & Social Media

Moderator



Melissa A. Rosati, CPCC,
Executive coach, trainer,
publishing strategist

Date: Thursday, April 23rd

Time: 6:00 – 8:00 pm

Location:

Wix Lounge
235 W. 23rd St.
New York, NY

WNBA-NYC Members: Free
Students: \$10.00
Non-Members: \$20.00