



California Writers Club, Sacramento Branch

www.CWCSacramentoWriters.org

Serving the Greater Sacramento Area

“Writers Making The Write Connections”

Let's Publish An Ebook *LIVE!*

How To Produce, Distribute & Sell Your Work In The Evolving Eworld



California Writers Club, Sacramento Branch Presents Nationally-Acclaimed Ebook Expert

Mark Coker

- Founder and CEO of Smashwords
- Author of the new *The Secrets to Ebook Publishing Success*

WHAT: There's never been a better time to be an author! You will learn from the master:

- the five top trends shaping the future of publishing and what these trends mean for authors
- the steps required to publish, price, distribute and sell your ebook
- how to make your book stand out based on a review of the most commercially successful ebooks
- the key decisions to make about length, pricing and marketing that reap the greatest profit
- how to format, prepare, and upload a book to the free Smashwords platform with a LIVE demo

WHEN: Saturday, September 29, 2012; 9:30 a.m. – 3 p.m. (Registration begins at 9:00 a.m.)

WHERE: Cattlemens, 12409 Folsom Blvd., Rancho Cordova, CA 95670 (Hwy 50 at Hazel Ave. exit)

COST: \$45 for CWC Members / \$55 for Non-Members / **Includes** morning coffee and bagels, plus lunch.
SPACE IS LIMITED. EARLY REGISTRATION ENCOURAGED!

LUNCH: Lunch included; special menu selections from Cattlemens.

✂ -----

Sign me up for *Let's Publish An Ebook LIVE!*

(PayPal Available for Online Payment! Register at www.CWCSacramentoWriters.org.)

Print, clip & submit with payment to: Margie Yee Webb, P.O. Box 5141, El Dorado Hills, CA 95762.
Make check payable to **CWC Sacramento Branch**. E-mail confirmation will be provided.

Name _____ Genre _____

Address _____

City/State/Zip _____

Email _____ Phone _____

Early Registration Encouraged! ___\$45 CWC Member, _____ Branch / ___\$55 Non-member

Questions? Contact Margie Yee Webb at Margie@CatMulan.com or 916-213-0798.

~ ~ ~ See Back Page For More Details ~ ~ ~

Let's Publish An Ebook *LIVE!*
How To Produce, Distribute & Sell Your Work In The Evolving Eworld

ABOUT MARK COKER: Mark Coker is the founder and CEO of [Smashwords](#), the leading ebook publishing and distribution platform. His reputation has vaulted him to all levels of national praise. Named by the Wall Street Journal as one of the “[Eight Stars of Self-Publishing](#)” and dubbed by MediaBistro as one of the “[Five Ebook Experts to Watch](#).” Mark recently appeared in Forbes, profiled in a feature story titled “[Apple's Biggest \(Unknown\) Supplier of E-Books](#).”

WHO SHOULD ATTEND: Authors, aspiring writers, and publishers, from novice to expert, who are considering publishing a book, have finished a book, or have already published a book. Agents, editors, cover designers, and proofreaders will also benefit. This workshop will equip you with the knowledge to start your eworld journey with eyes wide open and an action plan.

If the prospect of publishing an ebook sounds difficult or expensive, fear no more! Presented without technical jargon, this info-packed day will show how easy it is to get your book out into the world. This workshop will cover: (1) The Future of Publishing, (2) An Introduction to Ebook Self-Publishing, (3) The Secrets to Ebook Publishing Success, (4) Data Data Data! and (5) Let's Publish An Ebook *LIVE!* Demo.

A checklist will be offered that identifies the steps to publish, price, distribute and sell your ebook. The session will reveal the best practices of bestselling ebook authors based on the 28 practices Mark learned when researching his latest book. Receive information that will help you make more informed decisions based on what the masters have learned: how to become a more successful and professional ebook publisher, how readers discover books, and how to make your book stand out at ebook retailers. Watch Mark give an easy-to-follow demo on formatting a book and then upload it *live*. He will also provide a brief guided tour of the free Smashwords ebook publishing platform.

FREE SIGN-UP BONUS: Smashwords thumb drive pre-loaded with all three of Mark's free ebooks (*Smashwords Style Guide*, *Smashwords Book Marketing Guide*, *The Secrets to Ebook Publishing Success*) plus the complete PowerPoint presentation given that day. Hurry to sign up as supplies may be limited!

SPACE IS LIMITED. EARLY REGISTRATION ENCOURAGED!

**SIGN UP TODAY TO GUARANTEE A SPOT WITH THE EBOOK MASTER
AND TO RECEIVE THE FREE SIGN-UP BONUS!**