

The Art of the BOOK Deal

featuring...

BRENDA KNIGHT



**Saturday,
September 17, 2016
11 a.m. to 1 p.m.**

\$15 Members, \$20 Non-Members

Registration opens at 10:30 a.m.

Lunch service begins at 11 a.m.

Cattlemens Restaurant

12409 Folsom Boulevard
Rancho Cordova, CA 95670
Near Hazel & Highway 50

A 20-year veteran in the business of editing and publishing, **Brenda Knight** will explain why:

- Your fate is in the hands of a sales and marketing committee, not an editor
- Your platform continues to be a factor in getting a deal
- Authors without agents fare better with small presses
- Your book proposal has to be better than your book
- You should pitch to a community of writers before you approach an editor or agent



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a 20-Minute Bonus Presentation for Early Birds at 10:15

PLUS

"How to Buy Advertising for Your Book on Facebook"
by Ted Witt, publisher at Pretty Road Press

