



Founded 1909

Serving the Greater Sacramento Region

The Second Year in our CWC Workshop Series

## *Developing a Strategy for Writers to Get Well-Known*

Getting that first job and getting that first book published have a lot in common. Remember that old saying, “*you can’t get the job until you have experience and you can’t get experience until you get the job.*” It’s also that way for the writer hoping to get published.

Agents and publishers will be much more likely to deal with a new author in this highly competitive and ever-changing publishing era if the author has an image that precedes him or her in the literary marketplace.

The June California Writers Club, Sacramento Branch all-day workshop will be a step-by-step demonstration of how to easily hook up with Facebook, LinkedIn and all the other Internet promotional outlets to develop a strategy for getting your name out there—building your ‘platform’. Establishing a promotional pipeline is vital if you want to let the world know what you’ve got.

Whether you take the traditional publishing path, go the eBooks route or self-publish, the process for selling your work is the same. *Promotion* is the key. As they say, “*if you wink in the dark, you know what you’re doing, but no one else does.*”

Last year, writing and media expert Nora Profit conducted a CWC writing workshop that was extremely well received. Nora is also an expert in developing a platform. Check her website: ([www.thewritingloft.com](http://www.thewritingloft.com)). Nora can show you in a single day-long session how you can “*put power into your website.*”

It’s not that difficult to get set up and once you are, you’re on your way. It’s the gift that keeps on giving.

**WHAT:** A workshop on spreading the word of your work in the worldwide literary marketplace by tapping into the many media available to writers today. A step-by-step demonstration of how you can get set up to take advantage of the ways to make yourself and your work known by way of the Internet.

**WHO:** **Nora Profit**, well known writing and media expert

**WHEN:** **Saturday, June 4, 2011** – 9:00 a.m. to 3:30 p.m., Registration begins at 8:30 a.m.

**WHERE:** **Luau Garden**, 1890 Arden Way, Sacramento (across from Arden Fair Mall). Free Parking!

**COST:** **\$55 Members; \$69 Non-members**; includes coffee, bagels, lunch buffet, valuable handouts.

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Sign me up for the “*Developing a Strategy for Writers to Get Well Known*” Workshop

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Amount enclosed  \$55 Members  \$69 Non-Members Branch \_\_\_\_\_

**Clip and submit with payment to:**

California Writers Club, c/o Steve Liddick, Box 293263, Sacramento, CA 95829

You will receive an email confirmation.

**Questions can be directed to:** Kimberly A. Edwards, [kimberlyedwards00@comcast.net](mailto:kimberlyedwards00@comcast.net), 916-524-7992