

BETH BARANY: SUNDAY, JUNE 8, 5-6 P.M.

Writer's Workshop:

Shy Writers, Get Your Potential Readers Curious Now!



Beth Barany is a writer's coach, a keynote speaker, and award-winning author and a marketing advisor for novelists. As a Master NLP Practitioner and Certified Creativity Coach, Beth has helped authors get their books written, edited and published for over 12 years, as well as guided them in effectively marketing and selling their work.



Many authors think that book promotions are about giving away tchotchkes, like bookmarks, key rings, coffee mugs to get attention for their books. But actually, book promotions start with one of the most powerful yet overlooked methods to promote your books: by what you actually say.

Word of mouth still sells more books than any other promotional tool out there. And aspiring authors: You can use this tool now. Promotions for your author career begin now.

If you just state what you write in a way that generates curiosity, then you can get more people engaged with what you write, and have them ultimately become your avid fans and book buyers. Bonus: All on a zero budget!

In this hands-on presentation, Beth Barany, author's coach, will teach you how to draft your Clear Message -- a one-sentence tool that will help your readers and listeners know if your book or type of books is what they're looking for.

She'll cover the four essential components readers want to know and also give you a chance to draft your own and get feedback. Come with your creative caps on and pen in hand and be prepared to both stretch your wings and have some fun.