

WORKSHOP PROGRAM March 1st 2025

9.30-10.15. The Ultimate DIY guide to your book promotion.

Presented by: Dan Klefstad

You paid for a professional edit and killer cover art. Now there's nothing left to *market* your book. No problem -- let DIY Book Promo be your guide! The book, and my PowerPoint, are based on the successful campaign for my last novel, Fiona's Guardians, plus my 30-year radio career. You'll learn:

- 1) The importance of co-branding with indie bookstores.
- 2) Which book reviewers to pursue (and which to avoid).
- 3) How to pitch media outlets for interviews and perform well in front of the mic.
- 4) How to get your book adapted in a medium other than film or TV.
- 5) The joy of doing the work yourself.

We all know authors who resort to paid promo services. You might even know someone who got scammed. Don't let this happen. Attend my DIY Promo PowerPoint session from 11:30-12:15 at the Book, Authors & Publishers Fair. I look forward to taking your questions!

Dan Klefstad's latest book, DIY Book Promo, helps fellow authors find readers without spending money. DIY Book Promo is also the title of his PowerPoint which he has presented at Killer Nashville and the Imaginarium Convention. Dan looks forward to sharing his knowledge at the Book, Authors & Publishers fair.
www.diybookpromo.com

10.30-11.15. How to Generate a Buzz: Promoting Your Book Launch

Presented by: Liza Achilles

- Introduction: Why publish a book if no one reads it? Author Liza Achilles has great news—you have the power to generate a buzz surrounding your book launch.
- My personal path: The story of *Two Novembers* selling out twice
- What doesn't work: What most authors get wrong when launching their book
- What works—step 1: Lay the groundwork.
- What works—step 2: Garner social and institutional proof.
- What works—step 3: Let 'er rip!
- Conclusion: Follow these three steps, and you, too, can get people excited about buying and reading your book.

Liza Achilles is the author of Two Novembers: A Memoir of Love 'n' Sex in Sonnets (Beltway Editions, 2024). Two Novembers sold out before its publication date, and it sold out again 1.5 months later. Liza's blog for the discerning reader is at <https://lizaachilles.com>. She lives near Washington, DC.

11.30-12.15 An Author's Approach to Social Media: Practical Tips for Organic Growth (while keeping your sanity!)

Presented by: Tama Fortner

Agents and publishers say social media is a must for authors, but how do you do ALL THE THINGS while still making time to write *and* staying sane? Learn one author's practical tips and best practices, including:

- content creation & engagement
- planning and scheduling
- favorite apps and tools
- creative ways to be personal while maintaining your privacy
- converting followers to subscribers
- keeping your sanity through it all!

*Note: While this workshop focuses on Instagram, the tips, resources, and practices are applicable to all platforms.

Tama Fortner is an ECPA award-winning and Amazon bestselling author with more than sixty titles to her credit. With millions of books sold around the world, she's created a community of followers and subscribers and will share her best tips for creating your own social media community.

12.30-1.15 Tools To Become A Self-Publishing Rock Star.

Presented by: Stacy.R. Fabrico

- How to gather reviews
- Create your launch team
- Book Signings
- KU or NOT to KU
- Audio

*Stacy.R. Fabrico is an award-winning author whose literary talents have captivated readers worldwide. With her debut novel, *The Secrets We Conceal*, and her second novel, *Call Her Janie*, she has emerged as a rising star in the literary realm. In addition to her passion for writing novels, she has published a series of sports journals and a journal for women. She believes that journaling is good for the soul.*

1.30-2.15 Using the Author/Bookseller Relationship to Get Books into the Hands of Readers.

Presented by: Angela Redden,

Attendees will leave:

- with tips for getting their book(s) into bookstores.
- with knowledge from a bookseller's perspective of the benefits of building relationships with booksellers and bookstores.
- with ideas for how to overcome the challenges of building relationships with booksellers.
- feeling confident and inspired.
- knowing the next step in their journey.
- feeling empowered to get their book into the hands of readers.

*Angela Redden, owner of Reading Rock Books, is a champion for books. She nurtures a vibrant community of readers, writers, and thinkers in the Western Middle Tennessee area. She is a library trustee, a co-host of *The Way We Word* podcast, and a founder of Dickson's Arts, Reads, and Tunes Festival.*

