

“E-book Publishing Best Practices in Two Parts” by Jim Azevedo

Press Release Written by Barbara Kirbach, PWR Publicity Board Member

Jim Azevedo will acquaint The Published Writers of Rossmoor (PWR) monthly meeting attendees with an overview of e-book publishing and the best practices of best-selling authors, at the next two Saturday morning meetings, on July 8 and August 5, 2017. Free coffee will be available before the start of the meetings, at 9:45 a.m. Each meeting will begin at 10 am and end at noon. The July 8th meeting will take place in the Club Room at the entrance to Creekside, Rossmoor.



Azevedo is the Marketing Manager for Smashwords, the world’s largest distributor of indie e-books with more than 457,000 titles available from the company's website and from major retailers such as Apple, Barnes & Noble and Kobo.

Former Program Chair and newly elected PWR President Ron Wren said that Azevedo will speak at two PWR meetings. He will give an overview to e-book publishing in July. “It’s easier to self-publish an e-book than you might imagine,” the speaker said. Jim Azevedo will intentionally avoid using industry jargon and introduce the use an e-book publishing checklist, in his first talk. The checklist will include everything an author needs to know to self-publish. “I will begin by providing an overview of the latest marketing trends impacting the book publishing industry, dive into the advantages of e-book self-publishing and conclude with guidance on e-book creations, formatting, pricing, metadata and retail and library distribution,” said Azevedo.

At the August PWR meeting Jim will discuss the best practices of successful e-book authors. "While there is no single magic bullet to suddenly land an author on a bestseller list, I will unveil the many simple, yet important, strategies to help make one's book more accessible, more discoverable and more desirable to readers," he promised.

After the last presentation meeting attendees will be able to self-publish with greater pride and professionalism.

Wren said the two PWR monthly meetings are open to both aspiring authors and those authors who have previously published their work, but may be investigating self-publishing e-books for the first time.

For more information on the two presentations please email Ron Wren at ronwren@aol.com.