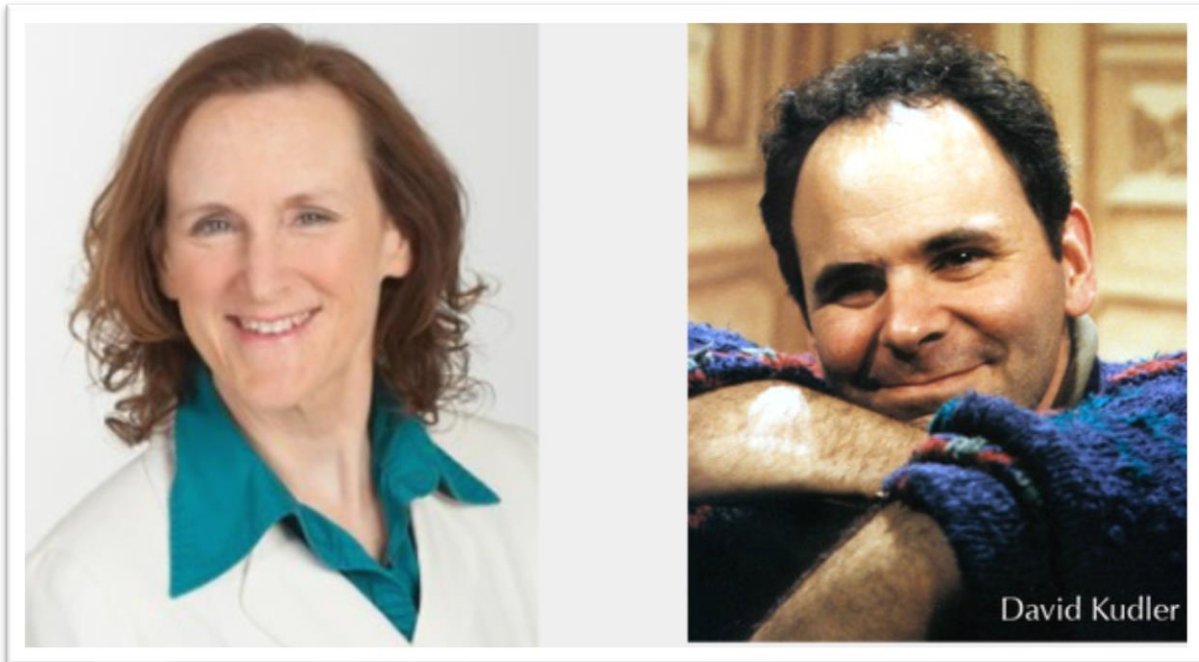


"Effective Book Publishing Marketing Tips" Presentation by Becky Parker Geist and David Kudler

Press Release Written by Barbara Kirbach, PWR Publicity Board Member



Becky Parker Geist, President, and David Kudler, Vice President, of the Bay Area Independent Publishers Association (BAIPA) will discuss the successes and challenges of effectively marketing books at the next Published Writers of Rossmoor (PWR) monthly meeting on October 1, 2016. The PWR meeting will take place Saturday morning from 10 am to 12:00 pm in the Fairway Room at Creekside, Rossmoor. PWR club president Duke Robinson said that all current and would-be Rossmoor and Walnut Creek area authors are welcome to attend.

Geist is also the founder and CEO of Pro Voices in San Rafael, a go-to resource for creating audio books, animation and advertising. This is a return speaking engagement for her; her first presentation to the PWR club was in 2015.

The co-presenter, Kudler, is also the director of Stillpoint Digital Press. His company provides design and other ebook services to independent authors. He recently published his first teen book, a historical adventure with the title, "Risuko: A Kunoichi Tale." Kudler is now writing another book - a sequel - with the title of "Bright Eyes."

PWR Program Chair Ron Wren said the two co-presenters told him they will first discuss target marketing. Target marketing should be completed early on when the author begins the hard work of writing the new book. Wren said, "Getting clear on who is at the center of your target and how to reach them is the most fundamental and essential step for any marketing plan to be effective. Often authors struggle to figure out how to narrow it down from 'everyone' who would enjoy their books to a 'manageable segment' to whom they can reach out."

During their presentation Geist and Kudler will also address where authors can be most effective, in what the speakers call the "marketing comfort zone." Kudler believes book marketing is most successful when authors can focus on a limited palette of options, but using them effectively. An important question Kudler asks a book author to answer is, "Where are you already showing up in the world, and what is the most fun for you?" Kudler advises book authors to "Let that be your starting point, and leverage your presence in those channels."

During their presentation, Becky Parker Geist and David Kudler will also explain the necessity for author websites, and will go over some of the important questions that should help book authors to sort out where to show up best online. Both presenters will share their tips on making sure people can find book authors' internet sites.

"Having a website is not enough by itself for anyone to find you," Geist said. "What makes the difference?" and "What happens when people do find you?" are two important questions all

authors should ask themselves when they first design and subsequently publish their internet sites.

The last topic that will be covered by Geist and Kudler is the use of "blogging" as a new and now indispensable marketing tool. Kudler said, "Blogging can be a fun and effective way to gradually help your potential readers discover and follow you. We will give some tips on the basics of blogging to help you decide whether blogging is for you, and how to make it work for you."

The Bay Area Independent Publishers Association is an educational organization, which meets monthly in Novato, California. The BAIPA goals are similar the PWR objectives. Both literary groups want to identify the important and unique contributions of the independent author-publisher approach as another legitimate avenue in today's ever-changing traditional book and electronic book publishing market. Both BAIPA and PWR include creative persons who are actively involved daily in all aspects of the book writing and book publishing steps; both organizations facilitate the linking of their members to the resources all authors need to publish and sell their books.

For more information on the "Effective Book Publishing Marketing Tips" presentation interested persons should contact Ron Wren by email, ronwren@aol.com