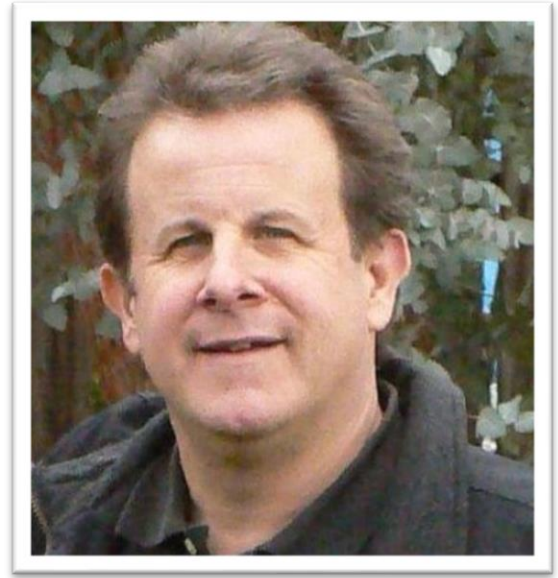


“Personalized Assistance to Authors on Book Cover Design, Page Layout, Publishing and Marketing” by Eric Johnson

Press Release Written by Barbara Kirbach, PWR Publicity Board Member

“You write it. We’ll publish, market and sell it,” says Eric Johnson, CEO of Alive Mediaworks and Publisher of “Alive Magazine” in Danville, CA. At the Published Writers of Rossmoor (PWR) meeting on March 4, 2017, he will explain how attendees can get the one-on-one, personalized attention they need to publish and market their books. The Saturday morning meeting will be held from 10 am to noon in the Fairway Room at Creekside, Rossmoor.



PWR President Duke Robinson emphasized that the club’s monthly meetings are open to all would-be writers, as well as those who have self-published or worked with traditional publishing houses.

Johnson, a long-term leader of his publishing company, will discuss how his team of editors, designers and photographers can assist an author with key elements such as custom cover and interior page layout, printing fulfillment and print-on-demand, in addition to the creation of eBooks in all formats.

On the marketing side, he will explain how his company can give advice on creating custom websites, as well as start local and national public relations campaigns that may include professionally-produced videos and advertisements for local cable TV, magazine and on-line advertising.

PWR Program Chairperson Ron Wren invited Johnson to speak in

response to many requests from PWR club members who are now writing children's or other illustrated books, and who are also looking for a publisher that offers more graphic and design support services than are currently available from Amazon through CreateSpace.

For more information on the program, contact Ron Wren; his email address is, ronwren@aol.com.