

## "Advice on Book Marketing, Promotion and Ways to Reach Potential Readers" by Dr. Eric Maisel

Press Release Written by Barbara Kirbach, PWR Publicity Board Member

At the February 4, 2017 Published Writers of Rossmoor (PWR) monthly meeting, attendees will hear Dr. Eric Maisel describe his nine platform-building, marketing and promotion strategies. Eric will explain why these strategies are important in publishing books.



Dr. Eric Maisel is widely regarded by some as America's foremost creativity coach. He is the author of more than 40 books on creativity, life's purpose and mental health. Recurrent themes in his writings and presentations include "Coaching the Artists Within," "The Van Gogh Blues," "A Writer's Paris," "A Writers' San Francisco" and "The Art of the Book Proposal."

The Saturday morning meeting will be held at Creekside, in the Fairway room, Rossmoor. The meeting will begin at 10 am and end at noon. PWR President Duke Robinson said that everyone - published and unpublished writers - is encouraged to attend.

According to Eric, "Age is not the great impediment to getting your book published." Instead, "...not being known is the great impediment."

"When you send a literary agent a query email about your fiction or nonfiction book project, the agent has no idea how old you are. S/he is going to judge your writing proposal based on

whether the literary professional can sell it to a publisher," Eric said.

"What informs a literary agent's decision most? It is the agent's sense of whether or not you have a strong platform - the industry word for how well you reach potential readers on a regular basis - and whether or not you have powerful marketing and promoting strategies in mind," Eric said.

Eric is a retired family therapist, active coach and mental health advocate in the areas of clinical psychology and psychiatry. He writes the "Rethinking Mental Health" blog for the "Psychology Today" magazine, and the "Coaching the Artist Within" column for "Professional Artist Magazine." His latest books are "The Future of Mental Health," "Rethinking Depression" and "Mastering Creative Anxiety."

Eric is an international workshop leader, and an eight-year resident of Rossmoor. He is also a PWR club member. Eric's first presentation to the PWR club on the art of soliciting endorsements was well received.

For more information on Eric and his books, please visit his personal website, <http://www.ericmaisel.com>.

For more details on the February 4, 2017 PWR meeting contact Ron Wren; his email address is, [ronwren@aol.com](mailto:ronwren@aol.com).