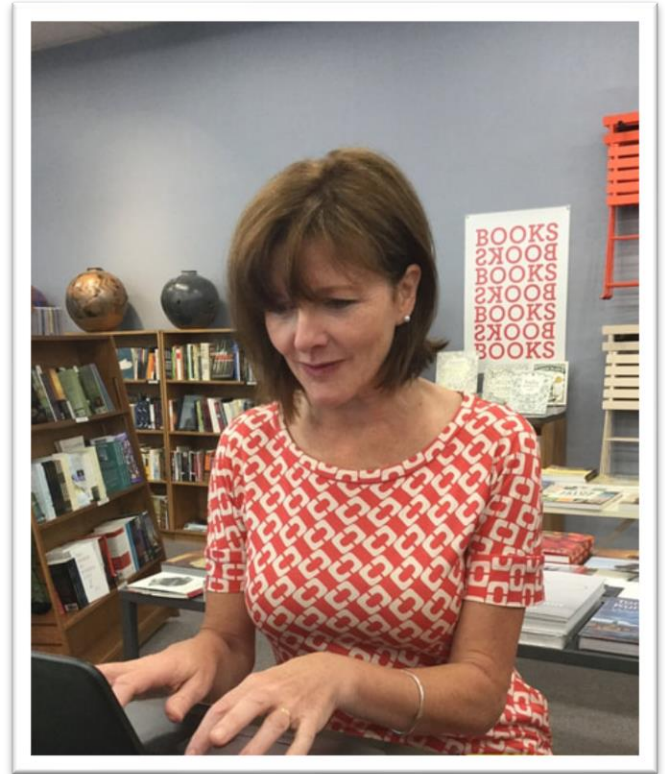


## "Different Ways PWR Self-Published Authors Can Market Their Books," Presentation by Maria Roden, BA, MFA

Press Release Written by Barbara Kirbach, PWR Publicity Board Member

Maria Roden, the co-owner of Orinda Books, will make a presentation to the Published Writers of Rossmoor (PWR) club on how to best work with her bookstore, or any other bookseller, in marketing their self-published books. Her presentation will take place on September 3, 2016, from 10 am to noon, in the Fairway Room at Creekside, Rossmoor. PWR President Duke Robinson said all interested Rossmoor writers and guests are welcome to attend.



"Now you have written your book, it is time to sell it," PWR Program Chair Ron Wren advises all self-published PWR authors. He went on to say, "I have asked Maria Roden to explain the pros and cons of contacting a reviewer, pitching the self-published book to Amazon online or to retail bookstores, such as Orinda Books."

About her upcoming presentation to the PWR club, Roden said, "I will begin with what an author should know about the book business." She will also address other topics that will include: "What is our marketing area and bookstore inventory? Who are our buyers? What books do we carry, e.g., memoirs, historical novels, children's books?"

She will also show examples of titles, themes, and covers her

booksellers look for in agreeing to carry a book. In addition, Rodin will show examples of books they avoid because of poor artwork, titles that do not capture the reader, as well as other less marketable books with obscure themes or books that lack timeliness.

Roden will explain how her bookstore makes money and attracts buyers. These strategies include sponsoring promotional events, and online activities or email blasts. She will discuss how PWR members can take advantage of in-store book signings and author readings to possibly increase their book sales.

The speaker grew up in a small village in Cheshire in the northwest of England. She earned a BA in English and American studies from the University of Manchester, England. She and her husband, Danny, and their three children, moved to the US in 1997. In 2006 she graduated with an MFA in Creative Writing from St. Mary's College, and subsequently started working at Orinda Books.

Roden and her husband bought Orinda Books in 2014. Coincidentally, this year Orinda Books is celebrating four decades of being in the bookstore business. Orinda Books is in the Village Square, Orinda. With an inventory of more than 8,000 titles, it is the largest independent bookstore in Contra Costa County.

For more information about the PWR September 3rd meeting, contact PWR Program Chair Ron Wren; his email address is [onwren@aol.com](mailto:onwren@aol.com).