

Marketing Presentation
WPM November

Before release

Get your PR materials ready

Write a Press Release

Blurbs: 30,50 &100 words

Handouts for book events

bookmarks, business cards, schedule of upcoming events, a sign

Read an excerpt at an open mic

Give your elevator speech

at bars - Hemingway's

at NHWP Writer's Night Out

Join groups related to one of the topics in your book

BSRA

Boston Atheneum

Book release

Host a book release party

Beth Boynton book release party at our house

Michele Lowry book release party at Club Canine Dog Wash and Spa

After release

Give a presentation for a group related to book's topic

Take your book with you to NHWP Writers' Night Out in various towns

Ask to be interviewed by your local paper

Ask to be interviewed by the paper in town your book is set in

Ask to be interviewed by the local radio/TV host

Write Now with Gale Heney

Be My Guest with Jan Lewis

Learn more at www.maatpublishing.net