

Beyond the Book: How to use a Blog to Market your Book

August 2, 2012 10am – 12:30pm

August 2, 2012 from 10am–12:30pm at the University Club, Winter Park

841 Park Avenue North, Winter Park

Cost: \$25 in advance \$35 at the door/day of workshop

Want to know more than a guide to setup a blog to promote your book? Go beyond the book with this interactive workshop! Learn the tips and tricks to integrate a blog into your book's marketing strategy.

- ◆ Discover how blogs reach more readers
- ◆ Develop content to connect with your readers
- ◆ Organize your writing schedule and create a content strategy
- ◆ Discover how to write winning pitches to be a guest blogger
- ◆ Learn how to grow your audience and sell more books



**Penney Fox
President
Fox Interactive**



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Registration Fees

- | | |
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Price

Contact us with your questions!

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**Register online:
www.wpbloggingworkshop.eventbrite.com**