

ROOM II: 10:45 – 11:10 AM CST – Creating Podcasts, Webinars, and Online Communities to Help Drive Book Sales. **Co-Presenters: Michelle Jackson, Founder, Black Writers Workspace & JW Bella, Author-Poet-Radio Show Host, JW Bella Writes**

Abstract: Building a fan base is key to successful book marketing. Digital tools and platforms that allow authors to reach broader audiences play a critical role in growing a loyal fan base. Podcasting, live streaming, and developing social media groups/communities offer opportunities for authors to engage with readers globally. During this session, learn how to build a thriving online community from Black Writer Workspace's founder and author, Michelle D. Jackson, and hear author and radio show host JW Belle discuss the fundamentals of podcast production.

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