Black Writers Workspace
Virtual Writer's Symposium
Write. Inspire. Empower.

Saturday, July 31 | 9 AM - 4 PM CST

ROOM I: 1:00 – 1:55 PM CST – Promoting Great Works: Understanding the Fundamentals of Book Marketing. Co-speakers: Reginald Williams, Award-Winning Author of A Marginalized Voice and Founder of Callista Casey Publishing and Michelle D. Jackson, Award-Winning Author, Marketing/PR Executive and Founder, Black Writers Workspace

Abstract: Promoting Great Works: Understanding the Fundamentals of Book Marketing workshop will provide a cursory view of a complete marketing mix while comprehensively examining how an author, through marketing, builds a community of supporters. The facilitator will introduce to the workshop participants the process, from concept to publishing, the importance of building a community, and how it impacts the sale of their books.

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