

Sample Programs Offered*



Pre-Conference Workshop

Making the Most of your Writers Conference!

You've signed up for the Conference – great! Now what? Well now's the time to get ready to make the most out of this event. But how? This class will show you what to do, what to expect and what to prepare for so that you can make the most out of your time at this event! Whether you're attending your first event or your fifth, attending any writers conference can be challenging for even the most seasoned attendee. Don't waste precious time or networking opportunities. This class will show you tips and insider secrets to leveraging your opportunities and expanding your reach in the writing and publishing community!

We'll teach you:

- How to network like a pro
- How to prepare for your agent/editor meetings
- How to make the most of your time with the agents/editors
- How to craft your elevator pitch so you're ready to pitch, pitch, pitch!
- How to select which classes to attend to further your writing career! (this is not pushing one class over the other but helping the attendees select the classes best suited to their needs)
- Strike networking gold with our insider tips and secrets!

Internet Publicity ***Speaking Topics***

Red Hot Internet Publicity

If you think you have your Internet marketing covered with just a web site, you might be missing out on a bucket of Internet gold. This class is packed with information with everything from creating the perfect web site to demystifying keywords and how to create a great blog. We'll also discuss how to turn web site visitors into customers and how to maximize your internet promotional efforts through blogs, internet articles, chat groups, and ezines.

- The secret to getting thousands of hits on your web site and then converting them into sales!
- Top internet promotion techniques that won't cost you a dime!

- The Virtual Author Tour™, how you can “tour” yourself on the net
- How to get print media from your Internet campaign
- Learn how to expand your platform and sell more books!
- How to create a campaign that will last for months, not days
- How to create a web site that sells your book
- Podcasting and blogging demystified!

BONUS: We’ll even include some hints on how to market yourself on Craig’s list!

Red Hot Internet Basics

If the idea of blogging, podcasting, and vlogging has your head spinning, you’ll love this class! We’ll look at easy ways to start a blog or podcast and tricks for keeping them going. Did you know that most bloggers or podcasters only keep the momentum for a month? This class will show you simple things you can do so you never have to worry about running out of ideas or ways to market yourself!

All your Internet questions answered:

- What the heck is RSS and why you should use it
- Blog, blog, blog – the best and fastest way to get a blog
- Podcasting simplified: if you think audio is no big deal think again, podcasting is inexpensive and a fast way to build an audience
- What and how to use social bookmarking

Come with ALL of your Internet questions, this class will get them answered!

Red Hot Web 2.0 Tricks to Sell More Books!

You’ve heard the term “Web 2.0” but can it really help you sell more books? You bet it can and this class will show you how. Packed with tons of information and super simple things anyone can do get themselves into the Web 2.0 marketing world, you’ll walk away with fun ideas, simple tricks, and tons of helpful advice.

Here’s what we’ll cover:

- Creating “feeder” sites that feed traffic into your web site!
- Using book videos to sell more books
- Using Wikipedia to market yourself
- Why linking to other web sites is a bad idea
- How to get more web site traffic right away!
- Got blog? The one thing you should NEVER do with your blog!

Traditional Speaking Topics

Get Published in Ninety Days or Less!

What's the new trend taking the publishing industry by storm? It's called "Print-on-Demand" and it's literally changing the way we publish. Find out all about this new technology and how it can work for you. We'll discuss the publishers that offer this service, the benefits of print-on-demand as well as a few unseen pitfalls.

Stay out of the Rejection Pile & Get Published Today!

Increase your chances of getting published by understanding how the publishing world works. This class will show you how to spot publishing trends, how to craft query letters, what agents are looking for, and why big advances are a bad thing. We'll learn how companies like Morgan James Publishing are changing traditional publishing. We'll show you how to leverage your publishing chances by studying your marketing, creating visibility for your book and building a buzz before it's even published.

Making the Transition: going from self-publishing to a traditional publisher

So how do you make the transition from self-publishing to getting picked up by a traditional house? Formerly self-published, Penny Sansevieri was picked up in 2006 by a mainstream publisher she'll talk about the tricks, tips and secrets you need to know to get yourself and your book noticed! Lots of information, lots of marketing info and packed with insider secrets if a mainstream publisher is what you want, then this class is for you! We'll discuss:

What publishers are looking for and how to give them exactly what they want!

Tips for getting your book noticed

Which publications do publishers read and how to get your book in them, we'll discuss all of them!

Trade shows and book fairs, do publishers look for authors here? Yes, and we'll discuss which ones to attend and which to avoid!

What every self-published author *must* know to get their book the attention it deserves

Publicity and marketing tips to help you build your audience

Secrets to getting sales 24/7

Finish Writing Your Book...Now!

Are you stuck or struggling with writer's block? Not sure how to proceed? Well then this class is for you. Attendees will learn how to break through writer's block and get that

book finished lighting fast! We'll discuss techniques and strategies for success and little known secrets that will help get your book back on track!

Super Savvy Self Promotion

Marketing a book doesn't have to be an overwhelming task. All it takes is some time, careful planning and a dash of creative thinking. This program combines savvy ideas with effective and cost-effective strategies to get your book the attention it deserves. We'll even discuss free marketing opportunities available to all authors! You'll learn what marketing options offer the biggest payoffs in sales and what traditional methods are best to avoid.

Bonus: You'll also learn how to get free publicity for your book!

Creating a Book Hook!

Without a "hook" your book will sink. So what's a hook? A hook is something you hang your star on, something that can get you published, get you into the media and onto the bookstore shelves. Whatever stage you are at, whether you are just crafting your story, selling your book to a publisher or trying to get on TV, a hook is a must for any successful author! This workshop will show you how to find the hook behind your book and how to maximize that angle. Whether fiction or nonfiction, everyone has a hook and we'll help you find it, refine it and make your book shine!

Networking Gold!

Are your networking skills a bit rusty? Do you still have 999 of the 1,000 business cards you ordered? If that's the case then you need to start getting out there. But if the thought of this terrifies you then Networking Gold is for you. We'll discuss the best way for writers to network, we'll also discuss tips and tricks for striking networking gold without breaking a sweat. Often it's all about six degrees of separation. Who do you know who knows the producer of a show you've been trying to get on?

Book Signing Gold!

Got a book signing coming up? Want to know how to strike book signing gold, drive crowds of people to your event, sell more books AND get invited back? Then this class is for you! We'll teach you how to plan an exceptional book signing from start to finish!

Thinking Outside the Bookstore Box!

If bookstores aren't interested in having you in their store or if you've exhausted this market then this class is for you. We'll teach you how to capture the speaker market and how to create unique and stunning author events that will get you and your book noticed!

Media Training Magic!

Are you ready for your close up? If you're not sure then this class is for you. Before you spend valuable marketing dollars to get yourself on radio and TV, you'll want to make sure you know what you're doing when it comes to media exposure. This class will teach you what you need to know about media training. BONUS: We'll also share with you the media mistakes you'll NEVER want to make!

Getting on Radio and TV Today!

Are you ready for the big time? Then this class is for you! During our session we'll unveil the secrets of getting on radio and TV...today! We'll teach you how to create a "book hook" how to position yourself onto an ongoing story and how you can get your pitch noticed for immediate results!

Author Focus

More often than not a writer's lack of focus affects not only their work, but their ability to finish a project. *In fact, 71% of authors polled blamed lack of focus rather than writer's block on being unable to finish their book.* Whether it's getting the book or novel completed, deciding where to market it or how to get it published... it's all about focus. Author focus is not about a to do list or assigning a book completion date, it's about determining the core of your book. Defining your book topic down to a one to two sentence description will bring your entire project into focus. This course will teach authors how to define their book, find the core of the story and build everything around that. Whether you are fiction or nonfiction, everyone needs a focus this class will show you how to attain it and how to make that focus work for you!

*These are a sampling of programs that have been taught successfully at prior conferences. I am happy to develop something to your specific needs.

Penny C. Sansevieri

Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert. Her company is one of the leaders in the publishing industry and has developed some of the most cutting-edge book marketing campaigns. Her company researched, developed and implemented the first comprehensive Internet publicity campaign called The Virtual Author Tour™.

Penny began her career in the publicity, book marketing, and literary field over 15 years ago. During that time she has been an author, freelance writer, publicist, and instructor. She has been instrumental in creating several highly successful marketing and publicity campaigns for author events and book launches. Penny is also President and CEO of Author Marketing Experts, Inc. and has developed and implemented countless marketing and publicity strategies. She has worked with such high profile clients as world renowned psychic and ghost buster, Jane Doherty, Barney Rosenzweig creator of Cagney & Lacey, Fred and Kim Goldman, owners of If I Did It, Jac Flanders (of the original Fantastic Four) and Tammi Menendez, wife of Erik Menendez and the first eBay auction of a Princess Diana gown (lot "9" from Christie's New York). Her firm has worked with numerous bestsellers including: Happy for No Reason, The Go-Giver, The Laws of Thinking and such high-profile books as: Chicken Soup for the American Idol Soul. Her clients have been featured on The View, CBS The Early Show, The Today Show, Entertainment Tonight, CNN, CNN Showbiz Tonight, National Public Radio, Something You Should Know, The Heloise Show and in Publishers Weekly, USA Today, The Wall Street Journal, Reader's Digest, Essence Magazine, More Magazine, The Bridal Guide, Entertainment Weekly, MSNBC... and many others.

Penny's diverse background enables her to bring a multitude of talents to the table as well as a myriad of marketing techniques.

Penny recently signed a three-book deal with a mainstream publisher: Morgan James Publishing, to re-release *From Book to Bestseller* (January 2006) and *Get Published Today* (January 2006) as well as publish her latest book, *Red Hot Internet Publicity* (June 2007).

Penny's innovative marketing strategies have been featured in *Marketing Sherpa*, *Writer's Digest Magazine*, *Book Marketing Update*, *The Publicity Hound*, *The San Diego Union Tribune*, *Working Writer Magazine*, *Vision Magazine*, *Writer's Web*, *New Book Reviews*, *Romance Writers of America*, *RW of Europe* and many more. She is also Editor for the e-newsletter "The Book Marketing Expert," which has a subscriber base in excess of 7,000.

Penny successfully marketed her first book, *The Cliffhanger*, which was released in 2000. After a strategic marketing campaign, it soared up the ranks at Amazon.com and held the #1 spot for three months. Her most recent book, *Red Hot Internet Publicity*, has been called "an indispensable guide to leveraging the Internet for success."

You can visit her web site at www.amarketingexpert.com



Conferences Presented at*:

- Infinity Publishing "Express Yourself" Conference (2001, 2002, 2003, 2004, 2005, 2006, 2007)
- Barnes & Noble (ongoing)
- Chicago Tribune Printer's Row Book Fair (2004)
- New York Small Press Center (2004)
- PenWomen Writers Conference (2005, 2006)
- The Las Vegas Writers Conference (2004, 2005, 2008)
- The Learning Annex San Diego (ongoing)
- The Learning Annex New York (2003, 2005, 2006)
- The Learning Annex Los Angeles (2003, 2004, 2005, 2006)
- The Learning Annex San Francisco (2005, 2006)
- PMA - Publisher's University (2003, 2004, 2005, 2006, 2007)
- SPAN Conference (2005, 2006)
- San Diego State Writer's Conference (2005, 2006, 2007, 2008)
- Maryland Writer's Conference (2003, 2005, 2006)
- St Louis Writer's Conference (2007)
- Whidbey Island Writer's Conference (2003, 2004, 2005, 2006, 2007)
- Willamette Writers Conference (2006)

*conference listing covers past and future events