

Author 2.0: Technologies in writing, publishing, sales and book promotion

Joanna Penn is an author, speaker and international business consultant.

Her business "**The Creative Penn**" delivers information, inspiration and education to authors on writing, publishing options, internet sales and book promotion.



In this fast paced talk you will learn about:



- **Ebooks and the future of publishing:** What ebooks are and how to publish them. Where ebook reading is heading and how to position yourself to succeed.
- **Mobiles, cell-phones, iPhones and flash fiction:** How to publish for mobile technology and why you need to be part of this revolution
- **Blogs:** Why static websites are useless in web 2.0. How to create your blog and how to get traffic to it.
- **Twitter:** How to use it and why it is so important



facebook

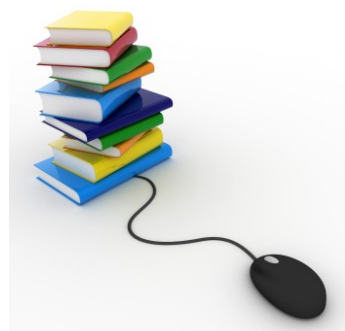


twitter

- **Social networking:** How to use Facebook, author networks like GoodReads, Ning sites, Flickr and more
- **Amazon.com:** How to use Amazon itself to sell more books and reach more people
- **Video.** Why video is top of the Google search engines. How you can make your own book trailers and YouTube clips.
- **Podcasting:** What they should contain. How to make one for free and get it on iTunes.
- **Multiple streams of income:** Turning your book into multiple products to make more money.



This talk is available as a keynote speech, a half day or full day workshop. It can be an informative session, or an interactive training session. It is packed with tips that can be implemented by authors immediately to build their platforms, sell more books and promote their profiles internationally.



THE
creative
PENN

Joanna Penn

(e) joanna@TheCreativePenn.com
(w) <http://www.TheCreativePenn.com>
(m) +61 (0) 423 013079
(t) <http://twitter.com/thecreativepenn>