

author2.0

using web 2.0 tools to write, publish, sell and promote your book

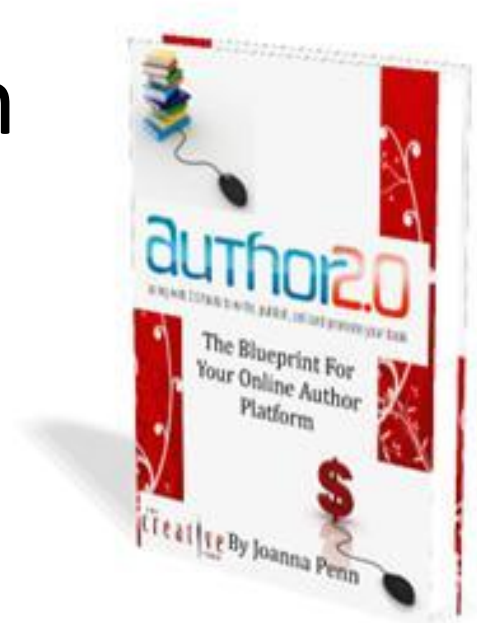
How Publishing Has Changed and why you need to change too!

With Joanna Penn



Interviewed by
Kimberly Wulfert

THE
creative
PENN



Who is Joanna Penn anyway?



www.TheCreativePenn.com



What is going on in the publishing industry?



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What is an author platform?

Twitter's "Garyvee" Vaynerchuk Gets A Book Deal

Web wine guru branches into the print world

HarperStudio has signed a seven-figure, 10-book deal with Gary Vaynerchuk, a 33-year-old Belarusian-born wine retailer from New Jersey, who, except for a talk show appearance here and there, is basically unknown in mainstream media circles.



Name Gary Vaynerchuk

Location NYC

Web <http://garyvayner...>

Bio Wine guy, host of Wine Library TV. Video blogger and Businessman that loves people and the hustle

8,602 445,958

following followers



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June 2009 will see the release of J.C. Hutchins' new supernatural thriller, *Personal Effects: Dark Art*. A recent [starred review](#) by *Publisher's Weekly* called the novel a "stellar first." *Library Journal's* [review](#) deemed *Personal Effects* a work that "may herald the future of modern fiction."

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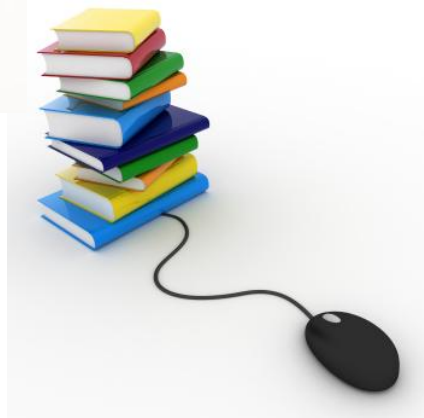
using web 2.0 tools to write, publish, sell and promote your book

How do you build yours?



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The Author 2.0 Model

The Author 2.0 Model



The internet compounds. Start Now! Any questions?!



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