



How to Write, Publish, Sell and Promote Your Own Book

Is it your dream to hold your own book in your hands?

Well now, it's easier than you think!

Joanna Penn, author of 3 books and blogger at TheCreativePenn.com will teach you the steps you need to get to your goal quickly, saving you time, money and energy along the way.

10.30-12.15pm Session 1 Write Your Book

- How to **break through your barriers** and actually write your book
- The **psychology of writing a book** and how to use it to achieve your goals
- The **process of writing**, including structure, editing, & rewriting

1-2.30pm Session 2: Publishing

- The traditional publishing process: **agents and publishers**
- **Self-publishing** with small print runs and using freelancers
- **Print-on-demand**: How it works and how it can save you money
- **Digital publishing** including ebooks and audiobooks

2.45-5pm Session 3: Promoting and Selling Your Book

- How to use the **Internet and Web 2.0 tools** to promote and sell your book
- How to **sell your book on Amazon.com** as well as on the iPhone and as an ebook
- **Creating a great blog**, and how to build **traffic** to it
- The **freemium** model: What to give away for free and what to sell
- **Social networking** including Twitter and Facebook for sales
- Using **audio, podcasting and video** for promotion
- Creating products in order to make **multiple streams of income** from your book

"Fabulous content, **dynamic entertaining speaker**.

Joanna absolutely delivered far more than expected! If you want to be an author, Joanna and The Creative Penn is the place to start!"

Lisa Murray, Revive Coaching, Brisbane

[Click here for more testimonials](#)

Date and Time

Sunday 21 March
10am registration for 10.30 start. Finishing at 5pm.

Venue

Brisbane Central Library
266 George Street,
Brisbane
The Community Room,
Ground Floor

Situated at the end of Queen St Mall with ample parking nearby, as well as coffee shops/food courts

Price

1 ticket	\$249
2 tickets	\$400

Includes handouts and Bonus full length ebooks

Limited Seats!



Register Now <http://www.TheCreativePenn.com/seminar/>

Or contact Joanna Penn on (m) 0423 013079 (e) joanna@TheCreativePenn.com