

June 10, 7-9 pm, Napa Valley Writers Presents *Online Marketing for Writers*

Napa Valley Writers will host **Matthew Félix**, author, podcast producer and host, and online marketing consultant for writers.

Four years ago, Matthew Félix didn't have—or even want—any sort of online presence: no website, no Facebook page, no Amazon profile. As he went to self-publish his first book, he knew that had to change. So began an ongoing exploration of and experimentation with the many approaches, platforms, tools, and services available for online marketing for writers.

Matthew's hard work immediately paid off. His first book, *With Open Arms*, was an Amazon #1 Hot New Release.

In his Online Marketing for Writers presentation, Matthew will provide an overview of each of the components that comprise his own marketing strategies, as well as those that he uses with clients. Matthew will discuss essential principals and often overlooked considerations for developing a successful online marketing strategy—regardless of the media used. He will also address common questions and share some frequently underutilized techniques for authors to make the most of their online presence, from websites to social media to Amazon and more.

Visit his website: matthewfelix.com

Gary Orton will be June's Member Reader.

Napa Valley Writers, a branch of the California Writers Club, currently holds meetings via Zoom. Cost is \$5. Students with ID, free. For more information, contact publicity_nvw@outlook.com or see napavalleywriters.net. Always open to the public.

NVW fosters professionalism in writing, promotes networking of writers within the Napa Valley writing community, mentors new writers, and provides literary support for writers and the writing community through education, networking, and leadership.

###