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March 10, 7-9 pm, Napa Valley Writers Presents:

Boost Your Book – and Your Book Sales!

https://us02web.zoom.us/webinar/register/WN_U4SmIdC4ROWUyiwJwBb0Yw

Napa Valley Writers will host author and media pro, **Joey Garcia**. Joey will take us behind the scenes to show us the reality of how the media works, and what you need to do to get publicity and increase sales so your book lands in the hands of readers who will love it.

You will learn:

- A new format for press releases, why the media prefers it, and how to use it to benefit your book.
- Three simple methods to make your book newsworthy so producers will want to book a segment with you right away.
- A simple method to turn an interview into a Call to Action.
- How Twitter can help you become a better guest on TV and radio shows.
- How to manage your own book publicity and what to look for when hiring a book publicist.

Joey coaches authors on branding, platform building and developing a devoted following. Her clients have appeared on CNN.com, TodayParenting.com, and Ms. magazine, among other places. Joey is the author of *When Your Heart Breaks, It's Opening to Love: Healing and Finding Love after an affair, heartbreak or divorce*.

Visit her website: joeygarcia.com

Geoffrey Leigh will be March'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_nvww@outlook.com or see napavalleywriters.net. Always open to the public. Please register via napavalleywriters.net.

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.