



# BOOT CAMP

Self-Publishing Lunch & Learn Series

## Book Promotion Primer



**Stephanie Barko**

This panoramic overview of literary marketing surveys an array of promotional elements, such as back cover design, endorsements, reviews, blogging, social networking, media kits, interviews, trailers, press releases, features, and virtual tours.

Get a feel for what you want to do yourself and what might best be delegated, by learning how a professional book publicist works with a client.

Listen to examples from real campaigns that illustrate the costs and benefits of specific strategies you may be considering.



**Wednesday, July 17th**

**11:30 AM - 1:00 PM**

**Posh Coworking**

**3027 N. Lamar Blvd. Ste. 202**

**Austin, TX**

**Cost: \$39** *(includes lunch)*

### NEXT MONTH

When "One Size Fits All"  
Doesn't - How to Segment  
Your Audience to Find  
Your Biggest Fans

Speaker: Jenny Magic



Puts *you* on the bookshelves!



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