



# November 2, 2013 Self-Publishing Boot Camp Comes to CWC Sacramento



Self-publishing is one of the most talked about areas of book publishing today. Its transformative ebook technology and disintermediation between author and reader are opening the market big time to self-published books. **Self-Publishing Boot Camp's Carla King** has organized a lineup of experts to show you every step of the process to prepare, publish and promote your work. This seminar, sponsored by the **California Writers Club, Sacramento Branch**, will arm you with all the information you need to get your book into readers' and customers' hands whether you write fiction or non-fiction, business, political, poetry, children's books, technical books, or any kind of book. Walk away with the business, formatting, and marketing knowledge to really make it happen.

## PRESENTATIONS

**Choose Your Self-Publishing Path:** Learn about the best, most cost-effective products and services to produce, promote, and sell your ebooks, print books, and multimedia books. - **Carla King**, *Self-Publishing Boot Camp*

**Ebook Formatting and Distribution:** Understand the different ebook formats, how to get it done, and which formats you need for Amazon, B&N, Apple, and Kobo. Sort out the many distribution options to get them in the stores and get paid. - **John McAlester**, *PigeonLab*

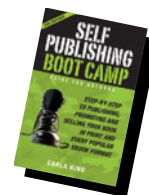
**Your Blog and Beyond:** Become a *blogpreneur*! Learn how to make blogging a successful part of your social media marketing strategy, how to create a book from your blog, and other ways to "productize" your posts. - **Nina Amir**, *Inspiration to Creation Coach*

**Create Multimedia for Publication and Promotion:** Let your creative side go wild and make picture and multimedia books to sell in ebook and app stores. Also create book trailers and teasers with content to market your book or business. - **Ron Martinez**, *Aerbook Maker*

**Run Your Publishing Business Like a Business and Not a Hobby:** How to create a business plan and social media marketing strategy to make money as a publisher. Or make your book biz part of an existing business strategy. - **Karl Palachuk**, *Small Biz Thoughts*

## BONUS BOOKS, DISCOUNTS & PERKS

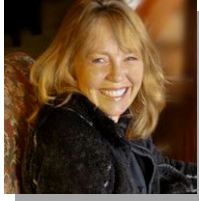
- The *Self-Publishing Boot Camp Guide for Authors* print book by Carla King.
- Free ebooks and consulting from presenters, including the *Absolute Basics of Promotion* ebook by Karl Palachuk.
- Membership in the Self-Publishing Boot Camp community.
- *The Big Book of Content Marketing* PDF by Andreas Ramos.
- Discounts from these Self-Publishing Boot Camp Approved vendors, products, and services, and more to be announced on [www.facebook.com/selfpubbootcamp](http://www.facebook.com/selfpubbootcamp).



**\$139 or \$99 for CWC Members**  
Sign up at [www.cwcsacramentowriters.org](http://www.cwcsacramentowriters.org)

## PRESENTERS

### Self-Publishing Boot Camp – CWC Sacramento – November 2, 2013



**Carla King** co-founded Self-Publishing Boot Camp in 2010 to answer the rising call for information from writers and business. King blogs, teaches, presents at writing conferences, and conducts online seminars on both self-publishing and travel writing. She contributes to the *Bowker Self-Published Author* blog and her edited columns for *PBS MediaShift* are collected in *How to Self-Publish Your Book* (PBS, 2013). Her *Self-Publishing Boot Camp Guide for Authors* (2nd Edition, April 2013) is a step-by-step guide to publishing using the most trusted and cost-effective products and services.



**John McAlester** founded PigeonLab, a publishing platform for independent writers that centralizes ebook distribution, sales, and payment collection for ebooks sold in the Amazon Kindle Store, Apple iBookstore, B&N Nook Store, and the Kobo eBook Store in the USA and worldwide. McAlester also hosts the LabNotes Podcast in which he interviews some of publishing's most innovative thinkers.



**Nina Amir** is an editor, proposal consultant, author and blog-to-book coach with over 34 years experience. She wrote the bestselling *How to Blog a Book: How to Write, Publish and Promote Your Work One Post at a Time*, and five blogs: *Write Nonfiction NOW!*, *How to Blog a Book*, *As the Spirit Moves Me*, and two Examiner.com columns. Look for *The Author Training Manual: 9 Steps to Prepare You and Your Book Idea for Publishing Success* in 2014.



**Ron Martinez** is an inventor, software developer, former Yahoo! VP, and founder of Invention Arts. He created Aerbook Maker to allow authors to create ebooks, apps, and media-rich marketing freebies to distribute via Kindle, iBooks, iOS, Kindle Fire, and Nook app stores. Aerbook Maker radically reduces the cost and complexity of building ebooks and apps and offers features like integrated social media sharing and SMS updates.



**Karl Palachuk** is an IT consultant for small business, an author, trainer, and motivational speaker. He started SMBBooks to sell books, audio CDs, white papers, and other materials, and Great Little Book Publishing Co., Inc. to publish his books. Palachuk has written ten books including *Publish Your First Book: A Quick-Start Guide to Professional Self-Publishing*, a 250-page guide to the most important things you need to know to be successful in book publishing today.



**\$139 or \$99 for CWC Members**  
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