

Online Marketing Decoded

Build Your Platform – Sell More Books

The Valley Byliners Writers Workshop

Saturday, Feb. 8, 2014 8:30 a.m. – 3 p.m.

Harlingen Public Library Auditorium, 410 '76 Drive, Harlingen, TX

Join **Laurel Downing Bill**, author of the critically acclaimed Alaska history series titled *Aunt Phil's Trunk*, and **Dr. Verne Wheelwright** – author of *It's Your Future ... Make it a Good One!* – for a five-hour workshop dedicated to giving authors the tools needed to market their books for FREE online.

Participants will learn how to:

- Build their brand
- Rock their online presence
- Create their author platform
- Become social media savvy
- Get books translated into other languages
- Market books internationally



Laurel Downing Bill



Verne Wheelwright



This exciting workshop also will feature an hour-long Q&A session with the presenters, moderated by **Brenda Nettles Riojas**, editor of *The Valley Catholic* newspaper and host of *Diocese Insight*, a half-hour television program and *Corazón Bilingüe*, a radio program.

Registration fees is \$45 * (for students presenting a school I.D. card - \$20*)

Make checks payable to **Valley Byliners** and mail before **January 31st** to:

Valley Byliners, c/o Jose Alvarez

130 Pizarro Ave.

Rancho Viejo, TX 78575

After Jan. 31, you may pay at the workshop.

*Java Café brown-bag lunch included in fee for each registrant