

Publicity & Platform Workshop by Michele Chynoweth

Lights, Camera, Action!

How to Write a Press Release - see sample handout

How to Write a Media Kit - see sample handout

Overcoming Common Myths to Get Over Your Fear of Public Appearances:

1. I have to be polished. (False - be genuine & sincere; people connect w/ vulnerability.)
2. I have to come across as an expert. (False – Jack Canfield, author of Chicken Soup for the Soul, began teaching and speaking before his books took off and sold well because he spoke.
3. I can just wing it. (False – speaking takes practice!)

Tips to be covered in class:

- 1) Overcoming Your Fear (Remember, Strike a Pose!)
- 2) Organizing Your Speech (Content - What is the take-away message?)
- 3) Honing Your Speaking Skills (Practice, Practice, Practice)
- 4) Connecting with the Audience (Define who it is)
- 5) Dressing for Success
- 6) Using Vocal Variety
- 7) Using Body Language Techniques (Use purposeful movement)
- 8) Using Humor (Connect with people through feelings)

How to Get Engagements - Just Ask! See lists below

How to position yourself as an expert - have soundbites ready

How to find unique ways to brand yourself - be consistent, have a "one sheet", signage

How to give a good presentation (storytelling, structure your talk, connect w/ audience)

How to create content - tie in your book and 'signature story'

How to develop your platform – website, email marketing, social media, take lots of pictures and post!

How to find opportunities for appearances and speaking engagements:

There are many groups and organizations that are always on the lookout for good speakers for their meetings and you are doing them a great service by speaking at one of their meetings. Local book clubs and Library groups are a natural audience for you because they are already interested in books and authors.

Many TV, radio and podcast shows do 'author interviews' - ask up front and if they say 'yes' get on their calendar.

Service clubs like Rotary, Kiwanis and Lions have frequent, often weekly, meetings and are usually looking for speakers on a wide variety of topics, including yours.

Another good source of speaking gigs are local organizations that you belong to and, thus, have an “in” with because of your membership. Think of all the business, social and religious organizations that you belong to and then think of each as a potential audience, Approach them all even if they don’t have regular speakers. You never know when they might invite you to address one of their meetings or even create a special event for you.

Once you have a track record as a successful speaker, it is time to seek out national or regional industry meetings and associations, cruise ship talks, etc.to expand your audience.

Where do you live? Where are you traveling? Where is your book based? What can you afford? What other opportunities are there? (celebrities, contests, etc.)

LOCAL/REGIONAL WRITERS CONFERENCES (these are in my MD area, google yours)

- Bay to Ocean Writers Conference, Wye Mills MD
<http://www.baytooocean.com/>
- Maryland Writers Conference, BWI Airport
<https://marylandwritersconference.wordpress.com/>
- Wilmington Writers Conference, DE Art Museum
<http://www.delart.org/event/wilmington-writers-conference>
- Baltimore Book Festival, Inner Harbo
<http://www.baltimorebookfestival.com/>
- Lewes (DE) Writers Conference, Lewes Library
<https://www.leweschamber.com/event/community-events/14th-annual-lewes-creative-writers-conference-workshops>
- Baltimore Writers Conference, Towson University
<http://www.baltimorewritersconference.org/>

NATIONAL/GLOBAL CONFERENCES

- https://www.awpwriter.org/wcc/directory_conferences_centers
- <http://www.writersdigest.com/editor-blogs/guide-to-literary-agents/what-are-the-best-writers-conferences-in-the-country>
- ACFW (American Christian Fiction Writers) <https://acfw.com/>

Opportunities are endless! Here are a few more:

Schools, Colleges, Universities

Churches, Retreats, Men's and Women's Clubs

Festivals, Book Fairs

Bookstores, Libraries - offer to do book signings and readings

Chambers of Commerce

Other Tips:

Join a local Toastmasters Club or MeetUp!

www.toastmasters.org

<https://www.meetup.com>

Join Speakers Organizations

<http://www.AWSA.com>

<http://www.nsaspeaker.org>

Look for Social Media Groups on Facebook, Linked IN or start your own!

For more information email or call me:

Michele Chynoweth

Author/Speaker/Book Coach

Michele@michelechynoweth.com

www.michelechynoweth.com

410-937-9801