



PUBLISHING and MARKETING CLASS SERIES



1001 Kingwood Street, #114
Brainerd MN 56401
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218.833.0416

Franklin Art Center Room #127
\$25 per class
Tuesdays in February 6-8 p.m.

February 3: Publishing

This class is for anyone who has ever thought about writing a book. We will discuss today’s book industry, publishing options, first steps in getting a book published and what an author can expect once their book is published.

Instructor: Krista Rolfzen Soukup, Literary Publicist and Agent www.BlueCottageAgency.com

February 10: Intro to Social Media and Blogging

This class will cover the basics of Facebook, Twitter, Pinterest and blogging and how to use these powerful social media platforms to build an audience and gain visibility for your business or books. Harness the power of social media (including blogging) to gain readers, drive traffic to your website and potentially sell more product.

Instructor: Rebecca Flansburg, Social Media Specialist www.Lamscommunications.com

February 17: Word Press

This class will cover the basics of Word Press, including understanding a dashboard and admin panel, creating posts and pages, tags, categories, SEO, uploading media, using images, media libraries and website security.

Instructor: Corey Kretsinger, Web Designer www.MidstateDesign.com

February 24: Publicity for Writers

This class is specifically designed for published and soon to be published authors. The class covers the basics in book publicity, including author branding, websites, social media, book signings, book launches, press releases and more.

Instructor: Krista Rolfzen Soukup, Literary Publicist and Agent www.BlueCottageAgency.Com

Register on-line at www.CrossingArts.org or Mail registration and check to TCAA 1001 Kingwood St. Room #114, Brainerd, MN 56401

Registration

- Feb 3: Publishing \$25.00
- Feb 10: Social Media \$25.00
- Feb 17: Word Press \$25.00
- Feb 24: Publicity for Writers \$25.00

Total: _____

Name _____

Address _____

Phone _____ E-Mail _____

Checks payable to The Crossing Arts Alliance. Must be pre-registered. Class size is limited. No refunds. Class may be re-scheduled due to inclement weather.