



The Crossing Arts Alliance Presents

**FIND THE BUZZ and KEEP IT GOING**

Getting your dream on paper and out to the world

Class Series For Writers

**Brainerd Public Library**

**416 S. 5th Street Brainerd, MN 56401**

September 19 and 26, 2015

\$25 per class (\$20 Crossing Members)



Krista Rolfzen Soukup

### **Saturday, September 19:**

#### **9 to 11 am Getting your Dream on Paper: Book Publishing in Today's World**

Do you dream of writing a book? Learn about today's book industry, publishing options, first steps to publication and what to expect once your book hits the shelves. Instructor: Krista Rolfzen Soukup, Literary Publicist and Agent [www.BlueCottageAgency.com](http://www.BlueCottageAgency.com)

#### **12 to 2 pm Find the Buzz: Social Media**

Dig deeply into the mysteries of Facebook, Twitter and blogging to discover how to build an audience and gain visibility. Harness the power of social media to gain readers, drive traffic to your website and promote your work. Instructor: Rebecca Flansburg, Social Media Specialist [www.Lamscommunications.com](http://www.Lamscommunications.com)

### **Saturday, September 26:**

#### **9 to 11 am Keeping the Buzz: Publicity for Writers**

What strategies can writers use to showcase their work to potential publishers, agents and readers? How can marketing fit into a writer's daily schedule? Learn the basics of publicity and marketing in today's literary arts world; including author branding, websites, social media, book promotions, press releases and more. Instructor: Krista Rolfzen Soukup, Literary Publicist and Agent [www.BlueCottageAgency.com](http://www.BlueCottageAgency.com)

#### **12 to 2 pm WordPress**

Is a WordPress Website right for me? How can WordPress maximize my writing/art/business? This class explains the basics of WordPress and other internet terms: SEO, posts, tags, categories, media, and website security. Instructor: Corey Kretsinger, Web Designer [www.MidstateDesign.com](http://www.MidstateDesign.com)



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Register on-line at [www.CrossingArts.org](http://www.CrossingArts.org) or Mail registration and check to TCAA 1001 Kingwood St. Room #114, Brainerd, MN 56401

For information call the Crossing Office : 1-218-833-0416