

2 chances to attend an all-day BOOK PROMOTION BOOT CAMP in 2 different cities

Friday, November 4th, 2005, 9 a.m. to 5 PM, Manhattan, New York
Sunday, November 6th, 9 a.m. to 5 p.m., Boston, Massachusetts

Learn how to more effectively and efficiently promote your book so you increase the likelihood that your book will get reviewed and/or you'll get interviewed on TV, cable, radio, as well as in newspapers, magazines, and online. Whether you're being published by a major house, are using a freelance publicist, or doing it all yourself, this boot camp will help you better understand book promotion so your book will hopefully have a longer shelf life than an avocado. Covers creating a book promotion timeline, media kits, Internet marketing, author events, on and backlist promotion, and more.

Guest speakers include:

- Warren Levinson, head of AP (Associated Press) radio on getting a radio interview (NYC event)
- David Thalberg, top tips from this Planned Television Arts book promotion executive (NYC event)
- Fern Reiss on expertizing and how it increases your appeal to the media (Boston event)
- Joan Axelrod-Contrada, *Boston Globe* book reviewer on how to increase the likelihood that your book will get reviewed or you will get interviewed (Boston event)

Here's what past Book Promotion Boot Camp participants are saying:

"An incredibly valuable learning experience..."—Katie Davis, author of 7 books published by Harcourt

"I'm so glad I attended your first publicity boot camp for authors. It was chockfull of helpful information and you had fabulous speakers and handouts." —Sherry Amatenstein, author of *The Dating Question and Answer Book*

Seminar leader Jan Yager, Ph.D., a member of the National Speakers Association, is often interviewed by the media including *OPRAH®*, *TODAY SHOW*, *GOOD MORNING, AMERICA*, *THE VIEW*, NATIONAL PUBLIC RADIO, *USA TODAY*, *TIME*, and *THE NEW YORK TIMES*. She's been published by Doubleday, Wiley, Prentice-Hall, and other major houses and is also founder of Hannacroix Creek Books, Inc., hr book, For more information on her book *When Friendship Hurts* (Simon & Schuster, 2002), translated into 12 languages, go to: www.whenfriendshiphurts.com.

\$249 (before October 1st)

\$379 (full registration fee on and after October 1st)

Your registration fee includes a free continental breakfast, a free copy of Jan's new book, *Bookstorming: 110 Ways to Promote Your Book* (\$34.95 retail list price), and handouts (sample media kits + contact information for selected TV & radio shows, newspaper book reviewers, newspaper feature editors, and libraries)

To register, use the attached registration form.

Please note: If you are unable to attend the seminar, Dr. Yager is available for coaching by phone, e-mail, or in-person.

Registration Form

Please complete and return by mail, with a check, or by fax or mail, if you are paying by credit card to:

Dr. Jan Yager
1127 High Ridge Road, #110
Stamford, Connecticut 06905-1203 USA
Fax (203) 968-0193
e-mail: jyager@aol.com
www.drjanyager.com
www.janyager.com.writing

BOOK PROMOTION BOOT CAMP

Your seminar leader: Jan Yager, Ph.D.

Date and place of event (central locations in each city)

_____ Friday, November 4th, New York City, New York

_____ Sunday, November 6th, Boston, Massachusetts

Exact location for the seminar will be provided when your registration is confirmed.

Your investment:

\$249 (before October 1st)

\$379 (full registration fee after October 1st)

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Name _____

Address _____

City, State, and zip code _____

Country _____

e-mail address: _____

Phone (office) _____

Phone (home) _____

Fax _____

Website address (if any) _____

Payment method:

_____ Payment by check (enclosed with completed registration form and sent by mail)

_____ Payment by credit card **(DO NOT SEND THIS INFORMATION VIA E-MAIL. ONLY SEND VIA FAX OR BY MAIL OR CALL Book Clearing House (toll-free) 1-800-431-1579 for phone orders)**

Type of card _____ Visa® _____ MasterCard® Name on card _____

Card number _____

Expiration date _____ 3 digit number on back of card _____

Does name and address for the registration form match the card holder and billing information for the credit card you are using? Yes _____ No _____ If "no," please provide that billing information below.

You may also pay by credit card by calling, 24 hours a day, 7 days a week, Book Clearing House (toll free) 1-800-431-1579 (or online at www.bookch.com).

Thank you for registering for this seminar! You will receive an e-mail confirmation for your registration along with details about the location for the seminar in the city that you selected. You will also receive a confidential pre-seminar book promotion boot camp survey for you to complete and return as soon as possible. This will help your seminar leader to know more about your background, your goals for the seminar, the specific book you are promoting, if you are still working on your manuscript, if you work for a publishing company or book publicity firm, and so forth.

Cancellation and refund policy:

100% refund MINUS \$35 processing fee if cancelled before October 20, 2005. 50% refund MINUS \$35 processing fee if cancelled after October 21, 2005. Sorry, but no refunds after November 1, 2005.