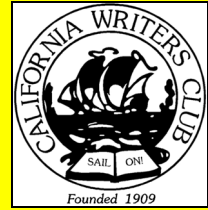


SOUTH BAY WRITERS™ PRESENTS:

A Workshop Led by

Mark Coker



HOW TO GET IN ON THE EBOOK REVOLUTION:

Produce, Distribute & Sell Your EBook

Sales of ebooks have surpassed printed books. Previously unknown authors have become millionaires selling ebooks without publishers only to later land huge traditional publishing deals. Other best-selling traditionally published authors have struck out on their own as indie ebook authors. And aspiring authors who couldn't land a traditional publishing deal have found success in the world of digital publishing.

You, too, can become an ebook author. During this 4-hour workshop you will:

- Receive an ebook publishing primer—an introduction to the ebook market, the big trends shaping the future of publishing, and a close look at the Indie Ebook Revolution
- Learn how to produce, format and distribute an ebook
- Discover the seven secrets of ebook publishing success—the proven best practices of most successful authors
- Find out what *really* makes an ebook sell—how readers discover books, what categories or lengths sell best, pricing data, how retailer sales rank is computed and measured and how it impacts sales

About the presenter: Mark Coker is the founder of Smashwords, the leading ebook publishing and distribution platform serving indie authors and small publishers. Mark is also the co-author with his wife of *Boob Tube*, a novel that explores the dark side of Hollywood celebrity and the author of the *Smashwords Book Marketing Guide* and *Smashwords Style Guide*.

October 29, 8:30-2:00

Lookout Restaurant

605 Macara Ave.

Sunnyvale, CA 94085

Registration @ 8:00; WORKSHOP begins promptly at 8:30; continental breakfast and lunch included.

Early Bird (through midnight Oct. 14, 2010)

CWC members: \$45

Non-members: \$55

Students w/ID (up to age 25), anytime \$25

After October 14 and at the door

CWC members: \$55

Non-members: \$65

Cancellation Policy: \$5 fee through midnight 10/14; \$15 fee 10/15 through midnight 10/21; no refunds after midnight 10/21.

South Bay Writers is a non-profit 501c3

Register and pay by credit card (Paypal) at www.southbaywriters.com

Mail in this portion to: SBW Workshops, PO Box 3254, Santa Clara, CA 95055.

Check Payable to: South Bay Writers

Name: _____ CWC branch (if applicable) _____

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____ Early Bird (postmarked by 10/14) ____ Regular Registration (postmarked after 10/14) ____ Student Registration