



CHERRIE WOODS

Public Relations *Guru* for Indie Authors

WORKSHOP TOPICS

Promote Your Own Book

Over 1M books are published each year and that's just in the U.S. Authors will learn sound PR tactics, resources and strategies to stand out from the crowd.

Getting Your Book "In the News"

Is the press release still relevant? Most media outlets overall say yes! In this workshop, you will learn the components of an effective press release, why it's better than advertising and how to write a good headline.

SPEAKING TOPICS

Your Book Is Done Now What?

Cherrie educates authors on the steps needed to go from manuscripts to PR strategies.

Confessions of a Book Publicist

A humorous 30 min. talk on the many misconceptions authors have of publicity. (Book In Progress)

10 PR Questions and Answers

Provides guidance for indie authors (based on Cherrie's book, Where Do I Start? 10 PR Questions and Answers to Guide Self-published Authors)

A decade ago, Cherrie was an active member of a writers' association as a poet, while working full time in public relations (PR). When the writers in her group learned she worked in PR, they literally lined up to speak with her about their experiences with PR professionals – most weren't great. Responding to continued requests, Cherrie developed and presented a "Promote Your Own Book" workshop and shortly after penned her PR guide (Where Do I Start? 10 PR Questions and answers to Guide Self-published Authors). This began her journey to developing more workshops and talks, becoming an adjunct faculty member at Maryland Institute College of Art and the demand for her as a speaker, workshop presenter and panelist in all things to do with indie authors and public relations.

What people are saying:

"I look forward to Cherrie bringing her energy and expertise back again for more workshops on helping writers get their works known to the reading public." – Enoch Pratt Free Library, Central Branch, Baltimore, MD

"Cherrie Woods gave us lots of useful tips & tricks for navigating the self-publishing world. Overall, I highly recommend Cherrie Woods and her PR expertise!" – DC Author Festival Chair, Washington, D.C

At our annual conference, aspiring, new and emerging authors shared how much they learned from Cherrie's "Promote Your Own Book Workshop!" – Black Authors and Readers Rock, Oxon Hill, MD

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Cherrie has been featured in:

