



# CHERRIE WOODS

Public Relations Guru for Authors

## Did You Know?

- **4 million books** are published annually—**1 million traditionally** and **3 million self-published**.
- An author's success relies on a blend of public relations and marketing.

## About Cherrie Woods

With over 20 years of PR expertise, Cherrie Woods has empowered authors to take control of their publicity and marketing. Her journey began with the development of her signature workshop, "Promote Your Own Book," which inspired her book, *Where Do I Start? 10 PR Questions and Answers to Guide Self-Published Authors*.

Cherrie has helped over 100 authors design successful PR/marketing campaigns and has delivered 40+ workshops at libraries, writing associations, conferences, book festivals, and even college classes. She is a CityLit Project board member and has served as president of a Maryland Writers Association chapter. Cherrie is also an award-winning poet.

Cherrie's workshops have been featured at events hosted by:

- Washington Writers Conference (DC)
- Enoch Pratt Free Library (MD)
- Baltimore Associations of Black Journalists (MD)
- Bay to Ocean Writers Conference (MD)
- Gaithersburg Book Festival (MD)
- Maryland Writers Association (MD)
- Albany Public Library (NY)
- Black Ink Festival (SC)
- George Mason University (VA)

## Contact Cherrie

Email: [cwoodspr@gmail.com](mailto:cwoodspr@gmail.com)

LinkedIn: [linkedin.com/in/cherriewoods](https://www.linkedin.com/in/cherriewoods)

Facebook: [facebook.com/CherrieWoodsPR](https://www.facebook.com/CherrieWoodsPR)

## Workshops & Speaking Topics

- **Promote Your Own Book** (*Most Popular* | 90-120 mins)  
An interactive workshop with practical PR strategies to elevate your profile and boost book sales.
- **Get Your Author PR Toolkit Right!** (60 mins)  
The four must-have PR tools: headshot, book cover, bio, and synopsis.
- **Are You Publicist Ready?** (60 mins)  
Six actionable tips for authors preparing to work with a publicist.
- **Confessions of a Book Publicist** (*Keynote* | 30 mins)  
A humorous yet insightful talk debunking myths about book publicity.

## What People Are Saying

- "Cherrie's energy and expertise are always welcomed to help writers get their work noticed."  
— Enoch Pratt Free Library, Baltimore, MD
- "Cherrie's 2023 workshop was a favorite, offering practical advice in an engaging, interactive way."  
— Laura Hazan, Chair, Washington Writers Conference
- "From PR Toolkits to media coverage, Cherrie delivered golden advice at our 2022, 2024, and 2025 conferences."  
— Tara A. Elliott, ED, Bay to Ocean Writers Conference
- "Cherrie's workshop provided essential PR tools that perfectly complemented my 'publishing matrix' lesson."  
— Gregg Wilhelm, Associate Professor of English, George Mason University

## Cherrie has been featured in:

*Rolling Out, The Baltimore Sun, Sirius XM, MPT, Toronto Star, WJZ-TV*

