

# The Business of Publishing Registration Form

Saturday, January 17, 2009, 11:30 a.m.–5:30 p.m.

Holiday Inn Select – Greenway (@ Kirby Drive),  
2712 Southwest Freeway, Houston, TX 77098  
\$45 (includes lunch); \$55 day of the event

Make checks payable to:

The Book Connection  
11010 Hanning Lane  
Houston, TX 77041-5006

Registrant Name

Address

City

State

Zip

Home Phone

Cell Phone

Email Address

URL

Published Author  Yes  No

Publisher

Check # (Credit cards not available)

Amount

## Workshop Schedule

- |                      |  |
|----------------------|--|
| 11:30 a.m.–1:00 p.m. | Registration and Networking/Light Lunch (wraps, chips, cookies)  |
| 1:00 p.m.–1:50 p.m.  | 1A–Sandy Lawrence, <i>The Winning Marketing Plan</i><br>1B–Roger Leslie, <i>Writing the Perfect Cover Letter</i>                           |
| 2:00 p.m.–2:50 p.m.  | 2A–Tweed Scott, <i>Back-of-the-Room Sales and Getting Speaking Gigs</i><br>2B–Dana Pittman, <i>Optimizing Your Website's Searchability</i> |
| 2:50 p.m.–3:10 p.m.  | Break  |
| 3:10 p.m.–4:00 p.m.  | 3A–Dana Smith, <i>Online Social Marketing for Authors</i><br>3B–Irene Watson, <i>Success Secrets of Getting Book Reviews</i>               |
| 4:10 p.m.–5:30 p.m.  | Big Panel–All presenters for Q&A including Printing and Production   |

Go to [www.BookConnectionOnline.com](http://www.BookConnectionOnline.com) for speaker details.



Information/Questions  
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