This One Weird Trick Will Put You on the Bestseller List: 21st century publishing and the rise of the “authorpreneur”

Wednesday, August 19, 6:30pm–7:30pm
UH Hilo Campus, UCB 100

Presented by the University of Hawaii at Hilo Faculty Congress and the College of Continuing Education and Community Service

For more information, call CCECS at 974-7664.
For disability accommodation, call 974-7664 (V), 974-7002 (TTY) by 8/7.

Congratulations, you’ve just published a book! So have over a million other people in the U.S. this year. How are you going to reach your readers?

• Do you really need a book trailer?
• What are you supposed to blog and tweet about?
• Should you spend hundreds of dollars on a BookBub?
• When will you have time to write?

This talk is intended for anyone interested in the business of writing.

Note: Attendance will not guarantee that your book will be a bestseller.

Dr. Emmeline de Pillis is Professor of Management in the College of Business and Economics at the University of Hawaii at Hilo. She has published in outlets including the Journal of Education for Business, Communications of the ACM, College Student Journal, and the Journal of Corporate Citizenship.

Her first novel, The Musubi Murder, will be released this month by Five Star, a division of Cengage.