



NEWS

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Secrets to Promote Your Way to a Publishing Empire

DENVER, COLORADO, December 11, 2001 - Back by popular demand, the Colorado Independent Publishers Association (CIPA) will present Kerry Lee MacLean, of On the Spot! Books, at the organization's January 17, 2004 meeting. This is one feast that's guaranteed to leave book publishing appetites completely satisfied. In the September CIPA meeting, Maclean's marketing "sampler platter" left hungry writers and publishers salivating for more. CIPA kicks off the New Year with a smorgasbord of creative marketing brilliance from the award-winning author of *Pigs over Boulder*, *Pigs over Colorado*, and *Sophie's Not Afraid!!!*

MacLean will present creative marketing techniques publishers and writers crave:

- Catch the contagious inspiration that makes it easy to work hard enough to beat your mistakes
- Find out how to PRESENT IN A VARIETY OF VENUES (and simple ways to make money from these events)
- Hear how some of her most SUCCESSFUL BOOKSIGNINGS have been the ones when NOBODY CAME
- Learn tough lessons the easy way – what can happen when we go outside of what is proven to work
- Discover the delicious satisfaction when you STICK WITH YOUR BOOKS long enough for them to make it . . . big
- Explore the difference Maclean's "good enough" publishing philosophy makes
- Learn why Kerry has TURNED DOWN TRADITIONAL PUBLISHERS who have offered big bucks for her books.

This meeting of Colorado Independent Publishers Association will be held at the Embassy Suites Hotel, 4444 N. Havana St., in Denver. A continental breakfast and "Star Time" will begin at 8:30 a.m. At 9:15 am, "CIPA Website Secrets: REVEALED" presentation by Shannon Parish. Networking begins at 9:30 am. Main speaker will begin at 10:00 a.m. with roundtable discussions to follow at 11:30 a.m. Registration by 1/13/04 is \$10 for CIPA members and \$25 for guests. Registration on 1/14/04 or after is \$20 for CIPA members and \$30 for guests. **Media representatives are welcome to attend for free, but please register.** To register go to www.cipabooks.com.

Colorado Independent Publishers Association (CIPA) is a nonprofit statewide cooperative of independent book publishers. CIPA was created in 1992 for the express purpose of exchanging information on publishing-related topics and organizing cooperative marketing programs. It is an affiliate of Publishers Marketing Association (PMA) and Small Publishers Association of North America (SPAN). For more information, please visit the website at www.cipabooks.com.

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