

Chester County author Bruce Mowday featured on national teleseminar with representatives of Arcadia Publishing

Annie Jennings PR produces event on October 11 at 1:00 p.m.

Chester County author Bruce Mowday, who has written four books for Arcadia Publishing Company, will be featured along with Arcadia representatives on a free teleseminar for those interested in publishing and marketing.

P. J. Norlander, marketing manager for Arcadia, will join Mowday for the teleseminar hosted by Annie Jennings PR, a national public relations firm. Arcadia is one of the largest publishing firms in the United States.

The one hour teleseminar titled “Publishers and the Public” takes place on Wednesday, October 11, 2006, beginning at 1:00 p.m. To sign up for the teleseminar, go to <http://www.anniejenningspr.com>. Reservations are needed as the seminar Mowday took part in February was filled to capacity.

“The teleseminar is an excellent way for those interested in books and publishing to learn about Arcadia,” said Mowday, an author of a number of local history books besides a book on marketing for authors. For information on Mowday, The Mowday Group, Inc., and his books, see www.mowday.com.

The teleseminar is designed to answer questions on marketing to the public and publishers.

Some of the topics scheduled to be covered include:

- How should authors market their books to publishers?
- Is there a key point an author can make that will make Arcadia receptive to their pitch letter?
- What type of marketing material should authors include in their pitch letters?
- What should authors avoid when marketing to publishers?
- How much research on audience and potential sales should authors do before sending a pitch letter?
- Can an author oversell him or herself?
- What marketing skills are needed by authors to make best sellers?
- Do authors realize they need to be marketers?
- Can authors be turned into marketing machines?
- How different is marketing and public relations from writing?