

Uwchlan author Bruce Mowday gives talk at Delaware Authors Day and Book Fair on his *The Selling of an Author*

Event is scheduled for April 14 in Dover, Delaware

UWCHLAN _ Chester County author Bruce Mowday will give a talk to authors on his book *The Selling of an Author: A Marketing Guide for Writers to Increase Book Sales* to kickoff the Delaware Book Fair and Authors Day.

“I’m honored to be asked to give a talk to the authors,” Mowday said. “This is an outstanding event for the authors and also the public. The public has a chance to talk to the authors and get signed copies of the latest books by Delaware authors and also books about Delaware.”

The event takes place on Saturday, April 14, 2007, at the Delaware Agricultural Museum and Village on Route 13 in Dover, Delaware. No admission will be charged and lunch is available for purchase. Mowday will also sell his book during the show.

The Selling of an Author: A Marketing Guide for Writers to Increase Book Sales was published by White Mane Publishing of Mechanicsburg, Pennsylvania. “White Mane asked me to write the book because of my success at promoting my own books,” Mowday said. “Writing is very much different than marketing. They are two different skill sets.”

Mowday has had nine books published and has achieved almost a half million dollars in sales. His *Along the Brandywine River*, a postcard history of the Brandywine, just went to its fifth printing. The book was released by Arcadia Publishing Company, a division of British publisher Tempus Publishing, Inc. His other Arcadia books are pictorial histories *Coatesville* and *Downingtown* and a postcard history of *West Chester*. The *Downingtown* book is sold out, according to Arcadia.

Mowday’s other books are *Six Walking Tours of West Chester*, released last year by Schiffer Publishing of Atglen. White Mane Publishers of Shippensburg, Pennsylvania, has published two of his books, *September 11, 1777: Washington’s Defeat at Brandywine Dooms Philadelphia* and *The Selling of an Author: A Marketing Guide for Writers to Increase Book Sales*. His first book was *Unlikely Allies, Fort Delaware’s Prison Community in the Civil War* by Stackpole Books of Mechanicsburg, Pennsylvania. Squire Cheyney Books of Chester County released *150 Years of Public Service, The Republican Committee of Chester County*.

Mowday’s books are available at most bookstores, area historical societies and the Internet. For signed copies, see www.mowday.com or contact the author at mowday@mowday.com. Or call 610 873-0727. Mowday is available to give talks about his books, writing and publishing to groups.