

Summer Festival Days

August 8: Publishing and Platform Building

11:45 a.m. – 12:45 p.m. PST

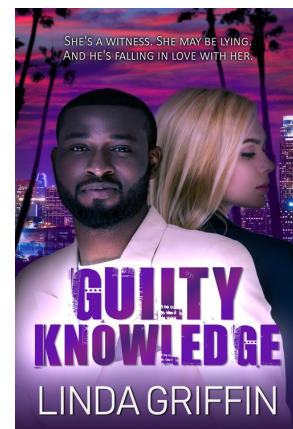
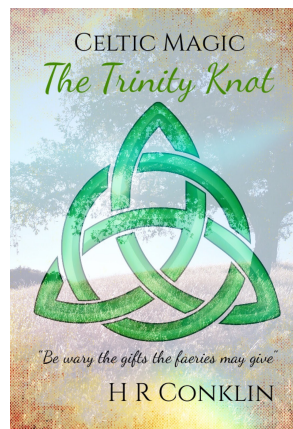
AUTHOR BRANDING AND PLATFORM BUILDING with Jeniffer Thompson

Bonus Book Cover Design Segment with Tony Bonds

Personal Branding and the Three Pillars of Successful Book Marketing
In today's publishing world, it's critical for authors to position themselves and build a tribe of loyal fans. Personal branding expert and digital marketing strategist, Jeniffer Thompson identifies the three pillars of successful book marketing and reveals personal branding strategies that shows authors how to target your audience, create value-driven content, and build a loyal fanbase. Plus, two lucky attendees will get a copy of Jeniffer's personal branding workbook with strategic steps to guide your authors through the process. If you are ready to connect the dots of your marketing efforts and stay connected to your audience, you're ready to dive into your personal brand with Jeniffer Thompson.

Book covers are a piece of the author branding puzzle. You've written your book, but how do you select a cover design that is just right for it? In this flash session, book designer Tony Bonds discusses the book cover options available for independent authors and reveals key design principles that can help your book cover stand out and sell copies.

Thank you to our generous sponsors
Helga Conklin and Linda Griffin



JENIFFER THOMPSON



Jeniffer Thompson is a personal branding expert, digital marketing strategist and host of The Premise podcast. She is an award-winning author and speaker who delivers strategy-rich content and actionable tools that educate and empower authors. With a BA in Journalism from SDSU, Jeniffer is an ardent believer in the power of storytelling—she is always looking for, or telling, a story. She believes that story has the power to develop a greater sense of empathy, transform us, and build community.

Jeniffer is passionate about helping authors establish highly visible brands. She and her husband, Chad, co-founded Monkey C Media in 2004 and have been creating award-winning book cover designs and author websites ever since. They specialize in author services that integrate digital marketing strategies and engage readers all over the world.

She is a co-founder of the San Diego Writers Festival, serves on the board of the San Diego Memoir Writers Association, and is currently writing her own coming of age memoir.

For author services, visit MonkeyCMedia.com; for actionable brand strategy techniques and digital marketing strategies, subscribe to her blog at JenifferThompson.com. Listen to her podcast at ThePremisePod.com.

TONY BONDS



Tony Bonds is a book designer, author, and marketer based in San Diego. He is the author of *The Moonflower King*, co-founder of the 501c(3) non-profit publisher Calypso Editions, and founder of Golden Ratio Book Design, a design firm serving independent authors, publishers, and non-profits across the country. He is passionate about visual storytelling, and believes that human connection is the key to great design. He blogs about writing, productivity, and design at goldenratiobookdesign.com