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- 104 Make Your First Book a Winner! (We Did!)
- 105 PMA Publicity Course: Getting Publicity Results in Print and On Air!
- 106 How to Work with Amazon.com, BN.com and Online Retailers

INTERNET TRACK

- 107 1A. Introduction to Online Publicity
- 115 2A. How to Conduct a 30-Day Internet Publicity Campaign
- 123 3A. Design or Improve Your Web Site to Maximize Sales
- 131 4A. When, How, and Why You Should Redesign Your Website
- 139 5A. Using Technology to Effectively Market and Sell Your Books
- 147 6A. Finding your Niche through Online Marketing
- 163 8A. How to Turn Your Ezine into a Cash Machine

PUBLICITY TRACK

- 108 1B. The PMA Basic Publicity Course: Tips & Timing from Contract through Pub Date
- 114 1H. The New Media Kit: Print and Electronic
- 116 2B. What Do Book Critics Think They Are Doing?
- 124 3B. Absolutely Dynamite Book PR on Any Budget
- 132 4B. Intellectual Property, Distribution and Publicity--Your Questions Answered
- 140 5B. Telling Whoppers: Branding the Book and Author for Better Sales and PR
- 145 5G. One-Book Wonders: How You Can Get National Publicity
- 148 6B. Creating a Book Hook!
- 156 7B. Get National Media Attention Through The Power of Publicity
- 164 8B. How to Select and Work with PR Practitioners
- 169 8G. Romancing the Media: Wooing & Winning their Hearts & Minds

MARKETING TRACK

- 109 1C. Creative Marketing and Sales Strategies to the Library Market
- 110 1D. Succeeding in the Lucrative Educational Market
- 113 1G. Beyond the Book Launch: What to do after Your Book Comes Off Press
- 125 3C. Marketing Strategies for Niche Books

- 130 3H. Book Covers: A Picture is Worth 10,000 Sales
- 133 4C. Build Your Pre-Pub Platform to Support Your Book's Marketing Plan.
- 138 4H. Marketing Makeover Clinic: What To Do When Your Book Hasn't Sold?
- 141 5C. Pre-sell to Pay for Your Print Run
- 143 5E. Marketing Fiction
- 149 6C. If I Could Do It All Over Again: Ten Mistakes To Avoid When Marketing Your Book
- 154 6H. Push - Pull Marketing: Ten Ways to Increase Bookstore Placement and Sell-Through
- 157 7C. The Four Elements of Successful Book Marketing: The Press Kit, the Marketing Plan, Distribution and Media Training
- 162 7H. Marketing Your Book(s) Without Breaking the Bank
- 170 8H. Marketing a Title from Beginning to End

SALES & SPECIAL SALES TRACK

- 117 2C. Selling to the US Hispanic and Latin American Markets Including On-Line
- 118 2D. B&N, Borders & the Independents: Your Questions Answered
- 121 2G. Who are the Homeschoolers and How Do I Reach Them?
- 122 2H. Selling to Today's Children's Market
- 126 3D. B&T, Ingram, Koen and the Regional Wholesalers--Your Questions Answered
- 134 4D. Spin Your Books into New Sales Opportunities
- 142 5D. Distributors and Commissioned Sales Reps: What They Can Teach You About Selling Books
- 146 5H. Selling Christian Books Inside AND Outside Christian Bookstores
- 150 6D. How to Sell More Books by Slicing and Dicing the Manuscript
- 155 7A. How to Find and Work with a Distributor
- 158 7D. Selling to the Senior Market
- 166 8D. Regional Marketing: Fertilizing your Own Backyard

EDITORIAL TRACK

- 111 1E. How to Create a Bookmap
- 119 2E. P&L for Editors
- 127 3E. Providing Editors with the Marketing Edge
- 135 4E. Working Effectively with Freelance Writers, Copy Editors and Designers
- 151 6E. Building Your Business: Acquisition Strategies for Any Size Publisher

159 7E. Book Tune-Up Clinic

DESIGN, PRODUCTION & MANUFACTURING TRACK

- 129 3G. The New Technologies: Changing the Way We Publish
- 137 4G. Making Design Decisions and Making Sure the Audience is Served
- 161 7G. How to Choose and Work with a Printer and Remain a Happy Person
- 167 8E. Charting the Production Management Course of Your Book: Full Sail Ahead Without Running Aground

BUSINESS, FINANCIAL, LEGAL AND GENERAL PUBLISHING TRACK

- 112 1F. Budget Basics for Publishers, Editors and Beginners: Forecasting Sales, Returns, Costs and Cash FLOW
- 120 2F. How to Be a Publisher, Plan Strategically and Build Your Company

- 128 3F. Better Financial Decisions: A "By The Numbers" Approach with Techniques to Help You Improve Your Choices
- 136 4F. Day-to-Day Time and Project Management for the Independent Publisher
- 144 5F. Building A Five-Year Business Plan: How to Design a Successful Model for Your Publishing Company
- 152 6F. Fundamentals of Publishing Law and Update: What Every Publisher Needs to Know
- 153 6G. Getting Your Author to Think Like A Publisher
- 160 7F. Staying Small, Staying Profitable
- 165 8C. Legal Issues Every Publisher Must Know
- 168 8F. Essential Software Systems

GENERAL SESSION

- 171 Thursday Luncheon, David Borgenicht

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