



Supporting writers of all ages and abilities



Peter Cowan Writers Centre Inc. proudly presents
Social Media Strategies and Personal Branding for Authors

A three hour workshop with

Glennys Marsdon

Saturday 16th September 2017 1:30 pm – 4:30pm

Places in this workshop are limited, so don't miss out!

Social Media Strategies and Personal Branding for Authors with Glennys Marsdon (SMGM1)

As the publishing world tightens, authors are expected to have greater input in the marketing process. In this era of social media that should be easy, right? But how do you stand out from the crowd when the crowd is growing and becoming more marketing savvy? And how do you make the most of your own unique personal brand?

Consumer psychology consultant and author Glennys Marsdon, has over 20 years experience helping blue chip clients refine their brand, as well as being profiled by US marketing guru Seth Godin and nominated for a Telstra Business Women's Award. In this fun and practical workshop participants will be able to pick her brain and come away with an understanding of:

- ❖ Purchase Decision Theory (why people buy books);
- ❖ How to write a simple Marketing Plan;
- ❖ How to develop a Social Media Strategy;
- ❖ Understand the different levels of Personal Branding and which suits your needs;
- ❖ Introductory work on your own Personal Brand;
- ❖ Lots of case studies of marketing successes, including local authors;
- ❖ Lots of time to ask your own questions in a friendly environment;
- ❖ An opportunity to obtain supportive feedback from your peers;
- ❖ Personal growth.

Glennys Marsdon having trained as a psychologist, Glennys's first job was an editor of the Australian Red Cross Youth Magazine. Years later when she picked up the pen again her first short story won the *Stirling Literary Award* (2008). As a result of her first novel, *50 Ways To Grieve Your Lover*, she was profiled by US marketing guru, Seth Godin, in a worldwide competition that uncovered people who were making a difference. She has published six books, been writing a monthly column in Swan Magazine for over two years, regularly writes for Tweet Perth, the City of Perth, blogs at *The Ponder Room* and has been the ASA Professional Development Officer in WA since 2012.

Through her consumer psychology business, The Customers Voice, she continues to work with key clients such as Chevron, Woolworths, HBF and ECU. She is in demand as a ministerial advisor having sat on the Consumer Protection Advisory Committee and currently sits on the Carers Advisory Council and the MS Board. In the 90's she had visions of using her consumer psychology knowledge to help individuals rather than companies, but the bank manager had other ideas. She is now living out her dream having worked one-on-one with internationally trained artists, OBE recipients, award winning authors, medical professionals and cancer survivors to name a few. What would you like to ask her? www.glennysmarsdon.com

Remember to bring your pen and some paper.

REGISTER NOW. [Click Online Entry Form and complete.](#) Please note that you can also pay online transfer.

Cost: \$38 for Members

\$48 for Non-Members

Venue: ECU Joondalup Campus, Edith Cowan House, Building 20, 270 Joondalup Drive, Joondalup WA 6027

(Parking: From Lakeside Drive to Deakin Road Car Park 14 Visitors area near Gymnasium and Child Care Centre; free at weekends)

Click [ECU Map](#)

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