

Promotion Boot Camp: Helping your book find its readers

With over 4 million new books published yearly and the shrinking of the traditional book marketplace, book marketing is increasingly done by authors. So how can you maximize your new book finding its way to your readers? Four well-published authors share their experiences and best practices. We'll discuss hiring publicists, DIY resources, timelines, where and how to pitch for reviews, podcasts, festivals, and events, grassroots promotion, and keeping sane during the process.

Panelists:

Suzanne Strempek Shea

3057 Palmer St., Palmer, MA 01069

sess7@comcast.net

413-563-3958. www.suzannestrempekshea.org

Photo credit: Deirdre Rusk Photography

Suzanne Strempek Shea is the author of 12 novels and nonfiction books including the forthcoming *Compositions: A memoir in 42 essays by one kid on her 8 years in Catholic school, handed in 60 years late*. Her journalism and fiction have appeared in newspapers and magazines throughout the US and in Ireland. She's taught in four MFA programs, created one, and co-directs the Dingle Writers' Workshop and the Iota Short Forms Conference. She lives in the US and Ireland.



Jendi Reiter

351 Pleasant Street, PMB #222, Northampton, MA 01060

413-320-1848 (text works best)

jendi@winningwriters.com

www.jendireiter.com

Photo credit: Ezra Autumn Wilde

Jendi Reiter is the author of six poetry books and chapbooks, most recently *Introvert Pervert* (The Word Works); the novels *Two Natures* and *Origin Story*, both from Saddle Road Press; and the story collection *An Incomplete List of My Wishes* (Sunshot Press). Awards include two Massachusetts Cultural Council Fellowships for Poetry and the Rainbow Award for Best Contemporary Gay Fiction. They are the editor of the writing resource site WinningWriters.com.



Randy Susan Meyers
49 Orchardhill Road, Boston, MA 02130
randysusanmeyers@gmail.com
randysusanmeyers.com
617-697-9193

Photo credit: Nicole Marie Photography

Randy Susan Meyers is the internationally bestselling author of seven novels, including *The Many Mothers of Ivy Puddingstone* (October 2024), which explores the lasting impact of a family's immersion in 1960s idealism. Her novels have been named Massachusetts Center for the Book "Must Reads," selected as *Kirkus Reviews* Best Books of the Year, and translated into more than 36 languages. Meyers's work with troubled youth, nonprofits, the City of Boston, and criminal justice organizations—and years bartending in a small Boston bar—have shaped her fiction.



Ellen Meeropol (moderator)
84 Musante Drive, Northampton, MA 01060
413.530.9647
ellenmeeropol@gmail.com
www.ellenmeeropol.com

Photo credit Jill Meyers

Ellen Meeropol is the author of six novels, including *Sometimes an Island*, a mosaic

novel featuring a group of older women facing rebuilding after a climate disaster that changes everything, and guest editor for the anthology *Dreams for a Broken World*. \ Her work has been a finalist for the Sarton Women's Prize, longlisted for the Massachusetts Book Award, and selected by the Women's National Book Association as a Great Group Reads.

