

## Resources for Publishers and Authors

### ▶ Easiest ways to connect to the media:

- Profnet.com or PRLeads.com or HelpAReporter.com
- Expertizing Publicity Forum – [www.Expertizing.com/forum.htm](http://www.Expertizing.com/forum.htm)

### ▶ Key social networking sites:

- Facebook.com (everyone) or LinkedIn.com (corporate)
- MySpace.com (US teens, artists, musicians)
- Bebo.com (Europe, especially Ireland)
- Orkut.com (Brazil, to a lesser extent, India)
- Hi5.com (Central America)
- Nexopia.com (Canada)
- Mixi.jp (Japan)
- CyWorld.com (South Korea)
- QQ.com (China)
- Multiply.com, Friendster.com (Phillipines and Indonesia)
- AsianAvenue.com, BlackPlanet.com, MiGente.com (Latin America)
- Xing.com, Xiaonei.com, Plaxo.com, Ryze.com

### ▶ Social bookmarking sites:

- Delicious.com
- StumbleUpon.com

### ▶ Social News sites:

- Digg.com
- Reddit.com
- Mixx.com

### ▶ Blogging sites:

- Blogger.com
- Wordpress.com
- TypePad.com

### ▶ Writing resources:

- PublishingGame.com
- Facebook Writing and Publishing Group
- Literary Agent listing – [AAR-online.org](http://AAR-online.org)
- International Association of Writers – [www.AssociationofWriters.com](http://www.AssociationofWriters.com)

For more resources, sign up for the complimentary [AssociationofWriters.com](http://AssociationofWriters.com) weekly email newsletter at [www.AssociationofWriters.com](http://www.AssociationofWriters.com)

# THE INTERNATIONAL ASSOCIATION OF WRITERS

SPEAKERS AND EXPERTS

## INTERNATIONAL ASSOCIATION OF WRITERS

### The International Association of Writers (\$195/yr)

If you're a writer, speaker, expert, or business owner, the International Association of Writers can help you to:

- Get speaking engagements, via our speakers' bureau
- Get quoted by journalists, through our directory of experts to the media
- Get syndicated, in our syndicated articles directory
- Get published, using our query letter-manuscript forum for literary agents
- Get writing jobs, through our freelance writers' jobs bank
- Get discounts, on everything from press releases to media leads

Plus, each week you'll get our newsletter, filled with articles, audios, special reports and ebooks on everything from small business strategies, to organizing tips to garnering media attention, from our top-notch list of contributors.

The price for all this? Just \$149 (about 99 euros). That's just \$12 (about 8 euros) a month.



## CONSULTING

### Personalized Expertizing® Consulting (\$9,500\*)

Get a full day of Fern Reiss's hands-on Expertizing® Consulting, brought directly to you. You'll learn how to entice the media; develop killer soundbites; publicize your business via social networks, blogs, social bookmarks, and other Web 2.0 techniques; syndicate your expertise in newspapers; get onto radio and television; book a national (and lucrative) speaking tour; and much, much more. Personalized for your expertise and business. For the cost of one month of a PR firm, get benefits that will last a lifetime. Visit [Expertizing.com](http://Expertizing.com) for more information.

\*Special rate of \$7,500 available for individuals and non-profit groups.

## WORKSHOP

### The Expertizing® Workshop (\$2,500)

Become famous for your expertise in this one-day workshop, with Fern Reiss's hands-on, personal guidance. Limited to just six participants. Workshops fill months in advance. Visit [Expertizing.com](http://Expertizing.com) for more information.

## PUBLICITY FORUM

### The Expertizing® Publicity Forum (\$2,400)

Would you like your business to appear in a major US publication like The New York Times, Fortune, Business Week, Harvard Business Review, Forbes, Inc. Magazine, USA Today, Time Magazine, or The Wall Street Journal? **Each week** for five months you submit a pitch to a top journalist from one of these (and other major) publications. If they're interested, your business will appear in an article in their publication. In addition, you get:

- Feedback from the journalist on your pitch (and on all of the other pitches) each week
- Background information on the journalist and publication
- Valuable pitching tips and techniques to improve your next pitch

Limited to 12 businesses. The next five-month session starts February, 2009. Visit [Expertizing.com/forum.htm](http://Expertizing.com/forum.htm) for more information.

*"I work at a leading media conglomerate, which serves as a front line for watching/hearing individuals promote themselves. How seldom we find substance beneath the image! Fern distinguishes herself by genuinely striving to add value, insights, differing perspectives. I can't tell you how refreshing this is."*

— Tamsin Wolf, Time-Warner