



## Suggested Resources

We hope you enjoy the webinar *How to Coordinate Popular Author Events at Your Library* and suggest the following resources to continue your learning after the program.

### Books

*Social Media for Authors: Book Marketing for Writers Who'd Rather Write* - Jennifer Herbranson

*The Art of Event Planning: Pro Tips from an Industry Insider* – Gianna Cardinale Gaudini

### Articles

Successful Author Events - <https://businessofwriting.org/the-secret-to-successful-author-events/>

How to Host a Book Signing - <https://www.balboapress.com/en/resources/marketing/how-to-host-a-book-signing>

How to Write Better Marketing Copy - <https://www.publishersweekly.com/pw/by-topic/authors/pw-select/article/78106-how-to-write-better-marketing-copy.html>

All the best,  
The People of PCI Webinars

“If you want to earn more, learn more.” - Unknown