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/](https://businessofwriting.org/the-secret-to-successful-author-events/)


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](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