Award Winning Publicist Creates Do It Yourself PR and Marketing Webinar for Authors

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PORTLAND, Ore. (PRWEB) October 11, 2019 -- Diane Dennis, founder and President of Inspired Media Communications LLC, an award winning PR agency, answered hundreds of requests for authors needing PR and marketing for their nonfiction books by creating an affordable DIY PR and Marketing Webinar for Authors. The webinar has 5 modules, broken down into relevant areas of PR and marketing, specific to author needs.

“In the webinar I answer the most frequently asked questions authors come to me with. For example, authors want to know how to pick a publisher. Many people are writing nonfiction books as a way to create a platform to establish themselves as an expert in their field for speaking engagements, workshops and media interviews, so I also address establishing a platform,” Dennis explains.

The webinar covers topics from finding a niche, determining the ideal reader and target market, strategies on specific messaging to a book’s demographic, branding, writing press releases, to getting booked on television. There is also a section addressing the most frequently asked questions about getting high visibility through social media and determining Amazon categories for optimum rankings.

“I have added everything I would want and need myself as an author. I have a section on how to write a press release that goes viral. I have not held back on delivering my PR secrets, tips and strategies,” Dennis says.

This is the first in a series of webinars produced by Inspired Media Communications that will be targeted specifically to certain industries. On the list are DIY PR and Marketing Webinars for holistic practitioners, entrepreneurs, spiritual practitioners, and small business owners. These categories target individuals or small companies with modest budgets, are just starting out, and do not know where to turn. Dennis has learned that small business owners can spend thousands of dollars on marketing their first year in business with minimal results to show for it.

About Diane Dennis

Diane is a multi-media expert. She founded Inspired Media Communications over twelve years ago to uplift the narrative in media. Inspired Media has worked with such luminaries in their fields as international bestselling author Harville Hendrix, Imago Relationship Therapy International, award winning author Douglas Noll, award winning financial advisor Judith McGee, integrative medical clinics, scientists, authors and small businesses. Inspired Media offers branding, media placement, article and blog writing PR consulting, media coaching, PR coaching, and editing. Diane was a columnist for the Portland Tribune, broadcast radio producer and host for KPAM, KUIK, and KPDQ. She was a popular and frequent guest on ABC affiliate KATU’s AM Northwest. For media inquiries contact Tara at info@inspiredmc.com
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