

**Christian** Book Market Mania Zoom Alpha Group [ZAG]

Feb 13<sup>th</sup> 2-3:30 (MST) **The Value of a Press Release**

**Short description:** Author Press Release function and exposure. Finding a bigger microphone to share the message.

Feb 27<sup>th</sup> 10-11:30A (MST) **Free Marketing on Facebook**

**Short description:** Free avenues of book marketing on Facebook. Facebook and friends care about the message of your book. Tell them.

Mar 12<sup>th</sup> 11-12:30 P (MST) **Clues to recognize a Marketing Scam**

**Short description:** How to recognize a marketing scam and do the better yourself. Take the enemy's weapon.

Mar 24<sup>th</sup> 9-10:30A (MST) **Verified and Unverified Book Reviews**

**Short description:** The rules of book reviews according to Amazon. Get the most for the free books you gave away.

Apr 3-4:30 P (MST) **Adding a live book to social media**

**Short description:** Add a book cover to social media that sends readers to purchase it directly.

Apr 20<sup>th</sup> 4-5:30 (MST) **KDP Free Book Program**

**Short description:** Reviewing the KDP free book program and how to use it for the best outcome to increase sales.