



REDWOOD WRITERS
Sunday, February 10, 2019
Present



Shawn Langwell

Marketing 101 - How to better market you!

5 keys to building your personal brand and confidence from the inside out.

Do you struggle with Marketing? Would you rather everyone just buy your books? Marketing requires effort and getting out of your comfort zone. Join Redwood Writers on February 10, 2019 for an entertaining and practical afternoon when Shawn Langwell offers tips on: How to Better Market YOU!

1. Passion- Know your why.
2. Know your strengths, weaknesses and opportunities with respect to writing, marketing and publishing.
 - a) What do you like?
 - b) What are you good at?
 - c) Where do you need professional help?
3. Know your audience.
 - a) who do you want to reach?
 - b) what do you want to say to them?
 - c) what do you want them to, think, feel, do?
4. Practice - 3 practical tips for building your brand.
5. Elevator pitch.



Shawn Langwell has 27 years of sales, marketing & advertising experience in the publishing industry. He has consulted with hundreds of clients to better assist them with their marketing and advertising needs and is a member of Toastmasters Of Petaluma. He has a Bachelor of Science Degree from San Francisco State University and has earned Leadership Certificates from Dominican University and The San Rafael Chamber of Commerce. In November of 2016 Shawn published his first book, *Beyond Recovery, A Journey of Grace, Love, and Forgiveness*. When he's not working or writing he can be found hiking the West Marin Coast. He lives in Petaluma with his wife Crissi and three adult children.

<https://shawnglangwell.com/>

https://www.facebook.com/pg/shawnglangwellmotivation/community/?ref=page_internal

<https://www.linkedin.com/in/shawn-langwell-01937045/>

Redwood Writers Meeting
Sunday, February 10, 2019
2:30-4:30
Flamingo Hotel
Santa Rosa, CA

Fee: \$5.00 for members - \$10.00 for nonmembers