

CWC-MARIN PRESENTS

Tales from the Trenches: Creating and Promoting a Book with Dr. Joan Steidinger

CORRECTED DATE!

Sunday, April 26, 2015, 2:00 pm

Book Passage, 51 Tamal Vista Boulevard, Corte Madera

Author and psychologist—and CWC President—Dr. Joan Steidinger will take us on her 20-year journey of to the publication of her book, *Sisterhood in Sports: How Female Athletes Collaborate and Compete* (winner of the Beverly Hills Book Awards/Sports category, and a finalist in Foreword Review's INDIEFAB Book of the Year Awards in the Women's Studies category). Joan will share funny and informative stories about her process, from creating the book proposal to finding an agent, to getting a publisher, writing the book, and finally (the hardest part) *promoting your book using a personal touch*. Her story has ups, downs (and several sharp hairpin curves!), all leading to a published book—and the challenge of getting that book into as many hands as possible.

Note:
There is no
The Opening Act
This month

After over 5 months of promotion, Dr. Steidinger has spoken about her book to dozens of venues, in-person, as a panelist, on radio, and she has appeared twice on television. As part of the presentation, she will be providing actionable suggestions for each phase of the process and will be happy to discuss with the group individual situations offered from the audience.



Dr. Joan Steidinger, CC-AASP, is a licensed psychologist and Certified Sport Consultant who specializes in sports and peak performance, public safety officers (fire & police), depression & anxiety, women's issues, addiction problems, life transitions, and stress/post-traumatic stress (PTSD). A columnist for moremarin.com and *Psychology Today*, Dr. Joan has taught sports psychology at UC Berkeley and to her peers throughout California.

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COLLEGE STUDENTS ATTEND FOR \$2.00 (COLLEGE STUDENT MEMBERSHIP IS \$15.00).

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