

## Monthly general meeting

### Grow your editing business through online marketing

**Wednesday 1 July 2015, 6.00 pm for 6.30 pm**

**The Gabba Ward Office, Cnr Annerley Rd & Crown St, Woolloongabba**

Hello, editors!

Our guest speaker for July is publishing consultant, book editor, speaker and blogger Belinda Pollard.

Belinda has a home truth that should sound familiar to us: ‘Say the word “marketing” and most editors run a mile, their heads filled with visions of pushy salesmen and insincere claims’. But Belinda adds that ‘the reality can be much warmer and more relational than that. And the results can be life-changing in unexpected ways’.

Belinda was a reluctant initiate to the shadowy world of social media marketing in 2011. She made all the awkward newbie mistakes, and wants to help others avoid them. She now has 9000 Twitter followers and a respected blog, but the real story is the change that online marketing has wrought in her overall business success.

Belinda’s presentation will feature the following information and guidance:

- the most important forms of social media for editors
- top tips for making the most of social platforms
- an analysis of the vexed question: do we really have to blog?
- the unexpected career benefits that can flow from connecting with clients and colleagues online.

The presentation will be practical, interactive and humorous. Expect to go home with ideas that you will be able to use immediately.

Bio: Belinda Pollard is a publishing consultant, book editor, speaker and blogger at [www.smallbluedog.com](http://www.smallbluedog.com). She has twenty years’ experience in the traditional publishing world, and has assisted startup publishers and self-publishers since 2001. An award-winning former journalist, she has been a contributor to the British *Closer to God* series since 1999. *Poison Bay*, her debut novel set in the wilds of New Zealand, won a Varuna Publisher Fellowship in 2011 and an IPPY Silver Medal in 2015. Belinda’s hobbies include ball-throwing duties for a dog named Rufus, and turning on the air-conditioner so she can dream of snow.

You can find Belinda at:

Twitter – [https://twitter.com/Belinda\\_Pollard](https://twitter.com/Belinda_Pollard)

LinkedIn – <https://au.linkedin.com/in/belindapollard>

Facebook – <https://www.facebook.com/BelindaPollardAuthor>

Remember, **entry is via the rear door** in the parking area.

Ample parking is available in the carpark and on the street.

**Cover charge — members \$10, non-members \$15** — includes drinks and nibbles on arrival. Meeting ends at 8 pm. But why not **kick on and join us for dinner** afterwards. Just let us know if you’re intending to come to dinner when you RSVP.

**For catering purposes, please RESPOND to Speaker Secretary Michael Lefcourt at [meetings@editorsqld.com](mailto:meetings@editorsqld.com) or on 0417 869 953 by Monday 29 June 2015.**