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for immediate release

Booklife: Strategies and Survival Tips for the 21st-Century Writer **Jeff VanderMeer**

The first book on writing that addresses the challenges facing writers in the new millennium

The world has changed, and with it the art and craft of writing. In addition to the difficulties of putting pen to paper, authors must now contend with a slew of “new media” outlets including blogs, social networks, mini-feeds, and podcasts. This has forever altered the relationship between writers and their readers, their publishers, and their work.

In an era when authors are expected to do more and more to promote their own work, *Booklife* steers readers through the bewildering options. What should authors avoid doing on the Internet? How does the new paradigm affect authors, readers, and the fundamentals of book publication? What’s the difference between letting Internet tools use you and having a strategic plan? Most importantly, how do authors *protect their creativity* while still advancing their careers? How do you filter out white noise and find the peace of mind to do good work? Award-winning author, editor, and web-entrepreneur Jeff VanderMeer shares his 25 years of experience to reveal how writers can go about:

- Using new media: blogs, Facebook, Twitter, MySpace, YouTube, podcasts, and IM
- Effectively networking in the modern era (why it’s not all about *you*)
- Understanding the lifecycle of a book and your role in the publication process
- Finding balance between your public and private lives and personas
- Creating a brand and identity tied to your strengths and your writing
- Working with your publisher: editors, publicists, marketing, and sales
- Taking the long view: establishing short- and long-term professional goals
- Getting through rejection and understanding the importance of persistence
- Enjoying and enhancing your creative process

Get a Booklife right now.

“Jeff VanderMeer has written a fascinating book on managing a writing career... Recommended for anyone who writes, wants to write, or has written and now wonders what to do next.”

—Nancy Kress, author of the bestselling *Write Great Fiction*

Trade paperback / \$14.95 / 326 pp. / 6 x 9 / October 15th, 2009 / Nonfiction / 978-1-892391-90-2

Planned Media: Print Advertising / Co-op / National Author Tour

Dedicated blog at Booklifenow.com & affiliation with Publishers Weekly Booklife.com

Booklife West Coast/East Coast Endurance tour: 6 weeks, 20 cities, including readings and workshops in Seattle, Portland, Los Angeles, San Francisco, New York City, Boston, Philadelphia, and Washington D.C.

Highlights: The Hugo House in Seattle, MIT in Boston, and the Library of Congress in D.C.

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