



# Claudia Gere

Create Your Path to Publishing Success

Claudia knows what it takes to write and publish a book. She's helped many aspiring authors, and she will guide YOU one step at a time.

## Helping Smart People Become Outstanding Authors™



... Claudia Gere is one of the smartest women and the secret weapon to many of the speakers I know, admire, and love.

Patricia Fripp, CSP, CPAE  
Past President National Speakers Association,  
NSA Hall of Fame Speaker

A true professional, the assistance you provided prior to the workshop helped me, as event planner, to ensure everything went off without a hitch. I appreciate your thoughtfulness, your time, and your attention to details. Thank you for a wonderful presentation. We will be sure to ask you back.

Diane Randall, Office Manager  
Massachusetts Small Business  
Development Center Network

She imparts a depth of expertise in an entertaining style of storytelling and presentation. Claudia is a top-notch presenter!

Val Nelson, Career and Business Coach,  
Meeting Planner, Western Massachusetts  
Coaching Alliance

Claudia has such great delivery. I was as impressed with that as the content.

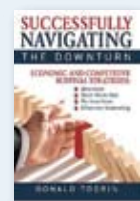
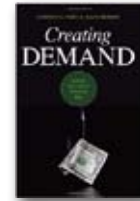
Eileen Kramer, Meeting Planner,  
Freelance Editors Association NE



Claudia Gere, author of **Name Your Book: 94 Nonfiction Title Tips**, author's consultant, book coach, and literary agent, helps business leaders, consultants, and other entrepreneurs develop their best writing and publishing strategies to realize their dreams of becoming an author. Through speaking, webinars, workshops, and individual coaching, she has launched many first-time authors on a path to writing and publishing success.



### Here are just some of her clients' recent projects:



- **More Time for You: A Powerful System to Organize Your Work and Get Things Done** (AMACOM, 2010)
- **Creating Demand: Generate Cool, Custom Marketing Ideas** (Prometheus Books, 2009)
- **Celebrating a Life: Planning Memorial Services and Other Creative Remembrances** (Stewart, Tabori and Chang, 2009)
- **Successfully Navigating the Downturn: Economic and Competitive Survival Strategies** (Entrepreneur Press, 2011)
- ...and for release next year by McGraw-Hill, **Conversation Transformation**

Before launching her own nonfiction author consulting business, Claudia Gere & Co. LLC, and Gere Publishing, her career spanned a broad range of communications, writing, editing, and publishing positions with titles of managing editor, project director, and vice president of marketing—working for entrepreneurs, small businesses, and in the Fortune 50 arena. She has a bachelor's degree in English and a master's in business management.

# CLAUDIA'S MOST REQUESTED TALKS

## “What Others Are Saying...”

*Claudia is an enthusiastic presenter with a wealth of knowledge and experiences.*

*Pamela Burris, Health and Wellness Coach,  
Holistic Health Connections*

*Claudia blows away the clouds over book writing and the publishing industry.*

*Jess Dods, Principal,  
Right Choice Careers, LLC*

*Claudia had insights and inside information I never imagined.*

*Roma Hanley,  
Organizational Development Consultant*

*Claudia's presentation was well organized and eloquently presented.*

*Antonio Aversaro, Spiritual Counselor,  
Sacred Living Center*

*Claudia's advice has inspired me as well as given me the tools to start writing my book.*

*Barbara Donahue*

*Claudia's content has brightened the path I'm traveling toward finishing my book; I'm grateful.*

*Leslie Hammond, Destiny's Door*

*Claudia knows books and the best ways to craft and market new authors.*

*Don E. Smith, The Speech Wiz*

*Claudia is encouraging and positive, but also realistic. Her suggestions will also be very helpful.*

*Gabriella Stastny, Forgettable Violin*

*The program really helped me organize my own thoughts and ideas for creating a respectable business website that people can look to for information. The information provided during your program was concise, valuable and well presented. A great presentation!*

*Nicole Desabrais, Founder, EOL Connections  
A Center for the Palliative Care Provider*

### 3 Easiest Ways to Write a Book

One of the best ways to set yourself apart in your field is by becoming an author. Yet the idea of writing a book can be daunting. Claudia Gere will present three different ways, the easiest, to write a book—giving you options and incentive to start yours. You'll also discover how your choices relate to your publishing options.

### Create an Online Presence with Authority

One of the best ways to connect with your prospects is by sharing your expertise. Whether writing a blog, press release, or article, creating that online presence can be a hurdle for many who like the idea but lack the time or writing skills. Claudia will help make it easier to create written content that demonstrates your expertise, establishes you as an authority, and creates trust. She'll give you templates, formulas, and other how-to's for generating attention-grabbing information give-aways.

### Create Your Path to Publishing Success

Many people have amazing expertise developed through their business and life experiences who want to use that knowledge to build their credibility, visibility, and their businesses. Claudia will talk about her experiences working with a variety of authors she has helped, their different approaches, and the essential steps every author can apply to ensure a clear path for writing and publishing success.

### Turn Your Blog into a Book

One of the most exciting new ways to become an author is by turning your blog into a book. Some blog-based authors are now famous, making killer advances from publishers who are turning their books into movies. If you're not blogging yet, find out ways to structure your blog to make creating posts and the transition from blog to book easier. If you have a blog, hear about what it takes to turn a blog into a book and your publishing options.

### Book Publishing in the Digital Age

The publishing landscape is in a rapid state of evolution, a revolution according to some. Hear the latest advice on how to weigh your publishing options and which ones make the most sense for you. In addition to the pros and cons, you'll hear about the resources you need and the steps involved for each of the three strategies: traditional, self-, and ebook publishing. Explore how you can join the publishing revolution.

### Create Captivating Titles

A book title must attract immediate attention, be memorable, and descriptive...learn what else a title must do to sell more books. Learn how to create must-read titles for books, articles, and other information products. Learn common mistakes to avoid and easy formulas for creating titles.



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