

***Manuscript to Movement:
How to Brand & Market
Your Book***

weVENTURE™

WOMEN'S BUSINESS CENTER at FLORIDA TECH
BISK COLLEGE OF BUSINESS





weVENTURE™

WOMEN'S BUSINESS CENTER at FLORIDA TECH
BISK COLLEGE OF BUSINESS

Established 2007

***Funded in Part Through a Cooperative Agreement with the
U.S. Small Business Administration***



U.S. Small Business
Administration



Our Mission

To ignite the economic power of women.

Our Intention

We venture to be the leading regional voice and resource for professional women.

We offer support and programming for every stage of the business life cycle:

FREE business coaching, low and no-cost business education, mentoring, purposeful networking and leadership development for emerging female leaders.

WE VENTURE EQUITY PARTNERS

TRUIST

BANK OF AMERICA 

**WELLS
FARGO**


L3HARRIS™

 **WIDERMAN
MALEK**
ATTORNEYS AT LAW

 **PNC**

 **FLORIDA
TECH** | Bisk College
of Business

*Health
First*


Audi MELBOURNE

 **Seacoast
Bank**

**Tank
WIZARDS** 

WE VENTURE EQUITY PARTNERS

**DERMATOLOGY +
PLASTIC SURGERY**
For Your Best Self
SALUJA | NOVO | GASGARTH



ZONTA
CLUB OF
MELBOURNE

**BUILD A BETTER WORLD
FOR WOMEN AND GIRLS**



**Johnson &
Montas P.A.**
ATTORNEYS AT LAW




Flammio Financial Group
A private wealth advisory practice of Ameriprise Financial Services, Inc.



STIFEL
Garvin Wealth
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Elaina Friesel Garvin, AAMS™
Senior Vice President/Investments



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- Betty Lou Steen-Clarke, weVENTURE Advisory Board
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- Brandy Buckner, The Crab Stop
- Carrie Sullivan, The Gathering Table
- Catherine Wright, Indigo Strategic Consulting, LLC
- Charlene Butler
- Chelsea Moletz, Cromulence, LLC
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- Jonnie Swann
- Josh Adams, Rock Paper Simple
- Julie Braga, Residence Inn by Marriott
- Julie Shipley, The Soup Shop
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- Karen Eidman, 98.5 The Beach
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\$1,000 Annual Investment ~ Exclusive Networking
~ Event Ticket Benefits ~ New IMPACT Microgrant Program ~

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- Marcy Ullom, VitaGlide
- Mel Thomas, Hedrick Brothers Construction
- Melbourne Chamber of Commerce
- Peter Mannino
- Rebekah Stovall
- Ruth Hull
- Sandy Michelson, Zonta of Melbourne
- Steve Quello, Nexus
- Tracy Stroderd, EverythingBrevard
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Meet our Board of Advisors

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- [Kara Wood](#) | District Planning Group

\$250 personal contribution ~ \$1,500 give/get requirement
~ Business Promotion ~ Networking ~

Mark Your Calendar

2024 Special Programs and Event Schedule

Fri., Jan. 12, 8:30am-10am - [Strong Coffee Strong Women](#), CAI Building

February - [Childcare Industry Business Support Program](#) (Details will be announced soon!)

March - [IGNITE 360 Pathways Business Launch Class \(English and Spanish\)](#)

Tue., Mar. 19, 11:30am-1pm - [Women Who Rock](#), Hilton Rialto. *Accepting nominations [HERE](#)*

April - Financial Literacy Month - special training and Lender Match Event

Thu., Apr. 25, 8:30am-10am (Class begins) - [ATHENA Leadership Development](#) Monthly, 4th Thursday of the month.

Thu., May 9 - [Women Who Rock](#) Treasure Coast, Venue TBD

Sat., Jun. 22, 9am-12pm - [Hispanic Business Summit](#), Venue TBD

July-August - [IGNITE 360 Pathways Business Launch Class \(Spanish\)](#)

Sat., Aug. 24, 2pm-5pm - [Wine Women & Shoes Space Coast](#), Radisson Resort at the Port

August - September - [IGNITE 360 Pathways Business Launch Class \(English\)](#)

Fri., Oct. 4, 8am-12:30pm - [Impact Summit](#), Hilton Garden Inn Cocoa Beach



Scan to Nominate



Deadline February 9th

2024 Women Who Rock Awards Categories

- Small Business Owner of the Year
- Executive of the Year
- Excellence in Mentorship
- Women Trending in Tech
- Excellence in Caregiving
- Zonta Yellow Rose Award for Excellence in Community Service

Or visit weventure.fit.edu/events/women-who-rock-awards/



Sponsorship Opportunities

- \$150—One ticket to the luncheon, as well as a business-card-size ad in the program
- \$250—Two tickets to the luncheon as well as a quarter-page ad in the event program
- \$500—Four tickets to the luncheon (1/2 table), as well as a quarter-page ad in the event program
- \$1,000 – Table Sponsor and LEI Membership for 1 year!

Or visit weventure.fit.edu/events/women-who-rock-awards/



Pathways Business Launch Program

Business Development Course for New Entrepreneurs

Starting March 2024



SPONSORED BY



Register Now!

Email weventure@fit.edu

or

Call 321-674-7007

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WOMEN'S BUSINESS CENTER at FLORIDA TECH
BISK COLLEGE OF BUSINESS



If you are thinking of starting a childcare business or have recently opened a business, this program is created for you!



Free Program Sponsored by



||



STARTING MARCH 2ND

CHILDCARE INDUSTRY

**BUSINESS LAUNCH
PROGRAM & PEER GROUP**

PATHWAYS EN ESPAÑOL PRESENTADO POR

BANK OF AMERICA 



APRENDE LOS PASOS PARA INICIAR UN NEGOCIO EXITOSO

**2, 9, 16, 23 DE ABRIL
MARTES, 6PM - 8PM**

**COSTO
\$40**

**COCOA CIVIC CENTER
430 DELANNOY AVE
COCOA, FL 32922**



**PARA MÁS INFORMACIÓN, LLAME
A SONDEE LIMA AL 321-343-7899**

**¡Regístrate
Hoy!**



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Manuscript to Movement: How to Brand & Market Your Book

1. Introduction to Branding
2. Understanding Your Audience
3. Defining Your Book's USP
4. Crafting Compelling Brand Elements
5. Implementing Effective Marketing Strategies
6. Engaging with Your Audience

Introduction to Branding

1. Differentiation
2. Connection with Readers
3. Visibility and Recognition

Brand Development Handout

ChatGPT

<https://chat.openai.com>



ChatGPT 3.5 ▾



How can I help you today?

Write a thank-you note
to a guest speaker for my class

Explain nostalgia
to a kindergartener

Show me a code snippet
of a website's sticky header

Explain options trading
if I'm familiar with buying and selling stocks

Message ChatGPT...



Understanding Your Audience

1. Targeted Marketing
2. Content Relevance
3. Effective Communication

Audience Research Worksheet

Defining Your Book's "USP"

Unique Selling Proposition

Identify Your Book's USP Handout

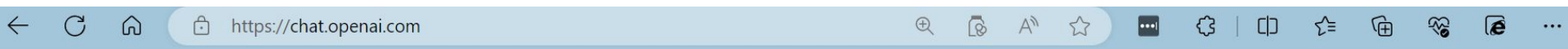
1. Feature Analysis
2. Benefit Identification
3. Value Proposition Exploration
4. Reader Feedback and Comparison

Crafting Compelling Brand Elements

1. Book Title
2. Book Cover Design
3. Tagline
4. Author Branding

ChatGPT

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ChatGPT 3.5 ▾



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Implementing Effective Marketing Strategies

1. Social Media Marketing
2. Email Marketing
3. Book Launch Events
4. Influencer Partnerships
5. Content Marketing

Engaging with Your Audience

1. Building Relationships
2. Fostering Loyalty
3. Creating a Community
4. Gathering Feedback
5. Encouraging Word-of-Mouth Marketing

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6. Engaging with Your Audience

weVENTURE TEAM

Kathryn Rudloff, Executive Director

Jamie Brock, Program Director,
Women's Business Center

Kathy Register, Program Director,
IGNITE 360

Susan Erickson, Program Manager, Events

Jeannette Kraar, Business Coach

Sondee Lima, Business Coach

Marie Letin, Business Coach



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THANK YOU!

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