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



# Veventure

#### 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.



# WEVENTURE EQUITY PARTNERS





















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DERMATOLOGY + PLASTIC SURGERY Far Your Best Self saluja | Novo | Gasgarth

















STIFEL Garvin Wealth Management Team

Elaina Friesel Garvin, AAMS™ Senior Vice President/Investments





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- Barbara Wall
- Beth Gitlin
- Betty Lou Steen-Clarke, weVENTURE Advisory Board
- Bobbi Whitmore, Bobbi's at Parkside
- Brandy Buckner, The Crab Stop
- Carrie Sullivan, The Gathering Table
- Catherine Wright, Indigo Strategic
   Consulting, LLC
- Charlene Butler
- Chelsea Moletz, Cromulence, LLC
- Chris Conneen, Pizza Gallery & Grill

- Jonnie Swann
- Josh Adams, Rock Paper Simple
- Julie Braga, Residence Inn by Marriott
- Julie Shipley, The Soup Shop
- Kara Wood, District Planning
- Karen Eidman, 98.5 The Beach
- Karen Montas, Johnson Montas, P.A.
- Kathryn Rudloff
- Kelly Swartz, Widerman Malek, PL
- Kristin Woodling, Pamper Your Mind
- Laraine Schultz, Wells Fargo Advisors
- Laura Chiesman, FirstWave Financial

\$1,000 Annual Investment ~ Exclusive Networking
 ~ Event Ticket Benefits ~ New IMPACT Microgrant Program ~

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- Christel Reaves, Connected Class
- Christi Adams, The Glass House
- Community Credit Union
- Cordell Rolle, Rolle IT, LLC
- Dana Kilborne, Cypress Bank Trust
- Dawn Mays, Call One, Inc.
- Deb Pelham, Pelham & Pelham, LLC
- Elia Twigg
- Elizabeth Gammon, Space Coast Roofing
- Ellen Winter, Brevard Zoo
- Eric Ponce, State Farm Insurance
- Evelyn Stein, Vaya Space
- Jeannette Kraar
- Jennifer Kremer

- Laura Anne Pray, Berman Hopkins
- Leslie Thomas, The Seaside Succulent
- Lynne Mills, Harbor Financial
- 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
- Wendy Romeu, Alluvionic

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 ~ Event Ticket Benefits ~ New IMPACT Microgrant Program ~

#### **Meet our Board of Advisors**

- Retired Judge <u>Rhonda Babb</u>
- <u>Sandra Burge</u> | Seacoast Bank
- <u>Rebecca Burgman</u> | Kennedy Space Center Visitor Complex
- <u>Indira Ceville Borgella</u> | Treasure Coast Communication
- <u>Morgan Frechette</u> | MF Enterprises, LLC
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- Cindy Grossman | Mary Kay
- Ruth Hull | Wells Fargo Bank
- <u>Victoria Jones</u> | Space Coast Black Chamber
- Melyn Joseph | Truist Bank
- <u>Cinthia Kettering</u> | CMK Global Consulting LLE
- Diana Miret | The Business Profit Coach
- Karen Montas | Johnson & Montas, P.A.
- Becky Moon | Legal Shield

- Shayla Murray | The Virtual Glue
- Dr. Stacy Nicklow | Florida Tech
- <u>Greg Quinones</u> | Rolle IT
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- Hazel Sorensen |Truist
- Tracy Sorzano | PNC Bank
- <u>Betty Lou Steen-Clarke</u> | Volunteer and Women's Advocate
- <u>Rebekah Stovall Fifer</u> | Health First
- Kelly Swartz | Widerman Malek, PL
- Leslie Tibbetts | Community Credit Union
- Bill West | West Advisory
- Scottie Winslow | Optum Consulting
- 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 <u>HERE</u>

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

Thu., Apr. 25, 8:30am-10am (Class begins) - <u>ATHENA Leadership Development</u>. 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



CELEBRATING WOMEN'S HISTORY MONTH

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/





BISK COLLEGE OF BUSINESS

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



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#### **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

COSTO

\$40

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

COCOA CIVIC CENTER 430 DELANNOY AVE COCOA, FL 32922

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





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weventure.fit.edu

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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

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#### Introduction to Branding

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

#### **Brand Development Handout**

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2017-18 Program

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|               | Write a thank-you note<br>to a guest speaker for my class | <b>Explain nostalgi</b><br>to a kindergarte |            |       |      |   |    |    |   |   |   |   |

#### **Understanding Your Audience**

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

#### **Audience Research Worksheet**

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#### 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

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#### Crafting Compelling Brand Elements

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

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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

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#### 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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## 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!**

#### weVENTURE.fit.edu

#### <u>slima@fit.edu</u> 321-674-7007





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