

# VFRW Thanks its 2020 Speakers

January

Business meeting about 2020

February

## **Messenger Marketing for Authors**

*with C.L. Mecca*

Messenger marketing, specifically utilizing Facebook Messenger bots, is a powerful new method of digital marketing. Unlike email, Messenger is instantaneous, conversational and interactive. With over 1.3 billion Facebook Messenger users, the power of a chatbot is unlimited. With average open rates over 95% and click-through rates upwards of 80% or more, messenger marketing can be a robust addition to any author's marketing toolbox. Utilizing a character for the bot voice, readers become more heavily invested in them and the story than with static marketing techniques such as email or social media posts. Cecelia will offer an overview of the service provider she utilizes for messenger marketing, ManyChat, along with best practices for getting started.

March

## **Writer, Get your \$#@! Together!**

*with Veronica Forand and Eileen Emerson*

Are you drowning in deadlines? Can't figure out how squeeze more writing time into a jam-packed day? Don't know which app or program or planner works with your brain and personality? Well, fret not! Veronica and Eileen are here to show you what's available for managing your time, increasing productivity, organizing research, tracking income/expenses, and generally finding ways to simplify your life.

April

## **The Art of the Romantic Novella**

*with Stephanie Julian*

Award-winning author Stephanie Julian will walk us through the important elements of crafting the Romantic novella

May

## **Help Your Fellow Author Day**

Are you drawing a blank on a juicy book title, have a plot with a Gordian knot in the freakin' middle, or are you sitting there with just the kernel of an idea, but no plan for getting it down on paper?

Let's help each other brainstorm in this free-form, no holds barred planning session!

June

July

August

September

Annual General Meeting

October

### **Michelle Haring from Cupboard Maker Books**

Come listen to Michelle tell us everything we writers want to know about bookstores and booksellers.

Cupboard Maker Books is housed in a former custom furniture making business, and started with a single shelf of books before growing into a 6,500 sq foot building. The owners are amazingly romance friendly, and host book signings for fans of many genres. The store also houses and rehomes adorable bookstore kitties – all of who come from a local rescue, Castaway Critters.

November

### **Lucy Score on *Finding Success Doing What Works Best for You!***

Lucy Score is the author of “small town” contemporary rom-coms, including the #1 Amazon bestseller *Pretend You're Mine*. Come listen to her speak about some of the standard industry advice she received and how it did or didn't work for her, what she did differently, etc.

December