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### Dropping In

Friday at 8 AM Pacific

**February 25th 2022: Getting the Word Out with Jennifer Vance, Books Forward Publicity**

Ever wonder why great books, favourite stories, or even quirky blogs go unnoticed even though they're so wonderful? With the number of books being published annually now exceeding one million, which Bowker points out breaks down to 2,700 per day, how can any one author expect visibility? The answer is in the publicist. Jenn Vance and her team at Books Forward, are one of the top and certainly the most beloved publicists working in the communication arts today. If you've written a book that you want readers to read and enjoy, engage in this conversation with Jenn to find out the reasons

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### Featured Guest



#### Jennifer Vance

Jennifer's passion for a wide variety of genres shines through her interactions with authors, as she personally connects to their stories and enthusiastically represents their craft. A self-professed lover of books from nail-biting tails of true crime to powerful memoirs to nostalgic young adult fiction, she reads a bit of everything. A former newspaper copy editor and page designer who used to be on the receiving end of numerous press releases and pitches, Jennifer knows how to best capture the attention of journalists and news staff with titles from Books Forward clients. Her passion for design also translates to her love of creating unique materials for author swag boxes and book club ki

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