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Friday at 8 AM Pacific

March 4th 2022: The Promotional Path: Elysse Wagner on Crafting Your Book Brand

Elysse helps authors determine the most effective promotional path for their book releases, and for crafting their brand. Prior to joining the Books Forward team, Elysse worked as a content strategist in the nonprofit sector. She is also a seasoned book blogger and social media influencer, amassing a following of more than ten thousand avid readers who value her savvy book recommendations. She was even a trusted reviewer for Books Forward authors and championed the company's talented writers before joining the Books Forward family. Dreams really do come true (for us and Elysse!) as she landed

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Featured Guest



Elysse Wagner

Professional book publicist and campaign strategist located in Dayton, OH. I received my undergraduate degree from the University of Cincinnati's honors program in English and Communication, and received my Master's degree in Communication from the University of Dayton. I am a literary advocate and book blogger, and am a member of the Wright Memorial Library's Foundation Board.

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