

# Cherrie WOODS

PUBLIC RELATIONS GURU FOR AUTHORS

In response to a flow of requests ten years ago from indie authors seeking better experiences with Public Relations (PR) professionals, longtime PR pro **Cherrie Woods** developed and presented the "Promote Your Own Book" workshop and shortly after penned her PR guide *Where Do I Start? 10 PR Questions and Answers to Guide Self-Published Authors*. From there, she created additional workshops and talks, including teaching a PR class at Maryland Institute College of Art. The demand for her as a workshop presenter/panelist in all things related to indie authors and public relations continues to this day.

Presentation highlights include the Enoch Pratt Free Library, Baltimore County Library, Baltimore Association of Black Journalists, The Writers Center (DC), Washington Writers Conference, Bay to Ocean Writers Conference, Black Ink Festival (Charleston, SC), Albany Public Library (NY), Maryland Writers Association.



Cherrie has been featured in:



## WORKSHOP & SPEAKING TOPICS

### Get Your Author PR Toolkit Right!

This micro-workshop will familiarize attendees with the four toolkit components all authors need: headshot, book cover, bio and book synopsis. (1 hour)

### Are You Publicist Ready?

This workshop shares six things authors need to do to get the most out of a professional relationship with a book publicist. (1 hour)

### Promote Your Own Book

This interactive workshop shares relevant and practical PR strategies to help authors develop a public profile for themselves and their books, and ultimately, increase sales. (90 minutes)

### 15 Minutes of Fame

Attendees will learn how to create a media plan that will help you successfully get coverage from media outlets offline and online. (2 hours)

### Confessions of a Book Publicist

A slightly humorous 30-minute talk on the many misconceptions authors have of publicity.

## WHAT PEOPLE ARE SAYING

*"I look forward to Cherrie bringing her energy and expertise back again for more workshops on helping writers get their works known to the reading public."*

— Enoch Pratt Free Library  
Central Branch, Baltimore, MD

*"Cherrie presented at the 2023 Washington Writers Conference and was among the most favorite sessions of the day. She is full of practical advice that is presented in an engaging and interactive way."*

— Laura Hazan, Chair  
Washington Writers Conference

*"Cherrie Woods has helped our writers immeasurably. From creating their individual PR Toolkit to understanding how to put themselves in the media spotlight, in her sessions Cherrie passionately comes through with golden advice each step of the way."*

— Tara A. Elliott, Executive Director of Eastern Shore Writers Association

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