

Anita Harris and Dick Pirozzolo to speak on book writing/publishing Thursday, Oct. 30, in Weston



Anita M.
Harris

[Register](#) | Thursday, October 30 | 12:30 – 2:00pm | Weston Public Library, 87 School Street, Weston, Mass.

Join PRSA Boston for a lunchtime session on how to add 'published author' to your PR Arsenal. Our Independent Practitioners Network is hosting a lunchtime master class on writing and publishing nonfiction books and corporate biographies on October 30.

Dick Pirozzolo and Anita Harris, two veteran PR experts with seven books to their credit, will cover:

- How to get a publisher to buy your book
- Self-publishing in the internet age
- The value of e-books
- What every winning book proposal MUST include today
- Crowdfunding, pricing your book, and other money matters
- How to market your book and much, much more.

[Dick Pirozzolo](#) is the author of three books on homebuilding and two corporate biographies. [Anita Harris](#) is the author of Broken Patterns and Ithaca Diaries, two nonfiction works that

have established her as a forward-looking social and business culture authority. They will show us how books enhance professional prestige, underscore client expertise, establish authority, create numerous spin-off media opportunities and generate passive income.

This event is free to members of PRSA Boston's Independent Practitioners Network (IPN) and \$10 for guests. There is no charge but please bring your own lunch. [Register](#).

New Cambridge Observer is a publication of the Harris Communications Group, an award-winning PR & Marketing firm based in Kendall Square, Cambridge, MA.