



Kristen White, Media Coach and Creator of Instant Celebrity Academy Speaks to 400 Authors at 21st Century Book Marketing in San Diego

Kristen White, sought after media coach, will be speaking on how to create the "ItFactor" at 21st Century Book Marketing event in San Diego

San Diego, CA ([PRWEB](#)) October 16, 2011 -- Oprah, Madonna and Martha all knew how to position themselves as powerful brand stars. From the beginning, they understood who they were, who they wanted to be and knew how to get there. But, most people don't know how to achieve superstar status and seek their hidden "It Factor" or "personal brand" to break out and become a household name.

"Branding yourself is the key to changing your life and achieving personal and professional success," says Kristen White, radio talk show host, speaker, author, media coach and former NBC and ABC-TV on-air news anchor/reporter. White will be a featured guest speaker at the upcoming 21st Century Book Marketing Convention, October 14-16 at the San Diego Marriott Marquis & Marina. During her session, White plans to demonstrate how self publishers can find their "It Factor."

During the annual three-day Convention, attendees comprised of more than 400 self-published authors from around the U.S., will learn about publishing successes, marketing and public relations tips, social networking, website building, selling products online, getting booked by media, and many other important topics to help them discover their hidden brand and achieve their goals as authors.

"The New York Times reported in a recent survey, 81 percent of people believe they have a book in them...and should write it. If you do the math, that represents over 200 million people in the U.S. who want to write a book in their lifetime! No wonder self-publishing is thriving as never before," White said. "During my breakout session at the Convention, I'll show these self-publishers how to stand out by embracing both traditional methods and new social media to get noticed," she added.

Self publishing is on the rise globally. Publishers Weekly reported in 2009 more than 750,000 self published titles, making it a \$27.94 billion industry. CreateSpace, the self-publishing arm of Amazon.com, says its books increased by 80 percent from 2009 through 2010. For e-books that sell for \$2.99 to \$9.99 on Kindle, authors can earn a 70 percent royalty, and eBooks priced outside that range earn authors a 35 percent royalty, according to Amazon.

"With 1.5 billion internet users worldwide, 300 million active Facebook users and 356 social networking sites, it's easy for a self-published author to get lost," said White.

"Self-publishing is a lot like American Idol. A lot of people have been told they have talent, but they really don't. In Hollywood where everyone is an aspiring star, the ones who make it possess that elusive "It Factor." In the working world, your brand is the face, the personality, the voice of your business. It's your charisma, that elusive "it" quality that sets you apart from all the rest. Those who will make it, stand out from others by their actions and their need to learn how to market themselves."

"If you want to make an impact in this world with your gifts and talents, if you want to be noticed by those who can help you skyrocket your business...you need to do more than raise your hand...you need to raise your hand and stand up and scream 'Pick Me! During my breakout session at the Convention, I show HOW to yell 'Pick



me!' in a sea of crowded raised hands!" added White.

Kristen White, is co-creator of Instant Celebrity Academy™, with her partner, John Schwab. She's a media coach, video production director, author and intuitive business coach. White supports her clients with more than a decade of experience as an award-winning television journalist and news anchor. She has interviewed politicians, Hollywood celebrities, professional athletes and rock stars. As the host of the popular "Reporting Live From the Universe with Kristen White" on Vivid Life Radio, she has featured more than 140 best-selling authors and personal growth experts.

Information about Kristen White's Instant Celebrity Academy classes can be found online at <http://www.instantcelebrityacademy.com>.

White's signature system, Find the Money in Your Message, helps authors, speakers, coaches and entrepreneurs use the latest web-based media to breakthrough and establish Celebrity Expert Status that results in creating a 6-7 figure ATM machine for their business. White is the founder of <http://www.IntuitiveOnlineMarketing.com>.

For information or registration concerning the 21st Century Book Marketing Convention October 14-16 San Diego Marriott Marquis and Marina:
<http://www.21stcenturybookmarketing.com>

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