

Inland Empire California Writers Club  
Guest speaker information for 2024-10-26.  
John J. McBrearty  
“Colonel Mack”

## **Program Title**

# **HOW TO GET PUBLISHED ON AMAZON**

## **Program Description**

**HOW TO GET PUBLISHED ON AMAZON** is a three-part book series that I developed from what I learned through the writing and self-publishing process of a dozen books. Volume 1 is a series of writing exercises that introduces the beginning writer to the craft of writing. Volume 2 focuses on self-publishing and marketing your manuscript and will be the focus of our discussion. Volume 3 defines various literary principles and provides examples from my literature.

In this presentation, I will discuss what I did on the road to writing and publishing my first book, my second book, my third book, and so forth. I will share a broad spectrum of information, including publishing, audiobooks, advertising, marketing your book, marketing yourself, press releases, and conclude with several examples from my literature. I will share my tools of the trade in an effort to help you develop your own strategy for getting your manuscript published.

## **About the Author**

John J. McBrearty, “Colonel Mack,” is a retired Lt. Colonel with over 32 years of military service. His career spanned the globe, with duty in Iraq (Operation Iraqi Freedom), Kuwait, Japan, Australia, Mexico, and Thailand. He is a member of Phi Theta Kappa and a Magna Cum Laude graduate of the Valley Forge Military Academy and College (AA), Temple University (BA), and American Public University (MA). John served as an Assistant Professor of Military Science at both California State University and Claremont McKenna College.

John's other works have been published or featured in *Sports Illustrated*, *Stars and Stripes*, *Golf Week*, *Golf Digest*, *Callaway Magazine*, *Grizzly Magazine*, *Los Angeles Times*, *Orange County Register*, *Main Line Times*, *News of Delaware County*, *Daily Bulletin*, *San Bernardino Sun*, *Press-Enterprise*, and others.

To date, John J. McBrearty has twelve published books to his credit.

Upon his retirement, John was recognized for excellence by President Barack Obama.

(Shorter version of the bio.)

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Amazon Author's Page

<https://www.amazon.com/stores/John-J.-McBrearty/author/B0BNFDG3VF?>

Books are available on Amazon, Barnes & Noble, and other retail outlets.