

**LOCAL AUTHOR ROCHELLE MELANDER
LAUNCHES NEW BOOK AT BOSWELL BOOK COMPANY**

WHO: *Write-A-Thon: Write Your Book in 26 Days (And Live to Tell About It)* is the 10th book authored by Rochelle Melander, a certified professional coach, accomplished editor, writer and Milwaukee resident. As the Write Now! Coach, Melander teaches professionals and novices how to write fast, get published, establish credibility, and navigate the new world of social media.

Melander is the founder of *The Dream Keepers Creative Writing Workshop*, a program uniting parents, teachers and professional writers-in-residence to teach youth how through writing they can make sense of their lives, capture their dreams, and transform their communities.
(www.dreamkeepersblog.blogspot.com)

One-on-one writing coach, Melander teaches group classes, *Write Now! Mastermind* and her podcast is *Always Write!*

WHAT: *Write-A-Thon: Write Your Book in 26 Days* – published just in time for National Novel Writers Month in November (Nanowrimo.org). This book is a compendium of writing tools, performance techniques, problem solving – plot, structure, voice, dialogue, encouragement and life skills for writers. Detailed dos and don'ts for the writer about query letters, agents, publishers, writer's platform, marketing and reading lists round out the program.

Launch & Book Party for
*Write-A-Thon: Write Your Book in 26 Days
(And Live to Tell About It)*

Writers Digest Books – October 18, 2011
ISBN-13: 978-1599633916
List Price \$16.99

WHERE: Boswell Book Company
2559 N. Downer Avenue at Webster Place
Milwaukee, WI 53211
Telephone: (414) 332-1181
<http://boswell.indiebound.com/>

WHEN: 7:00 p.m. - Tuesday, October 18, 2011

CONTACT: *Publicity:* Dindy Yokel dindy@dindywrites.com
Author: Rochelle Melander rochelle@writenowcoach.com
www.writenowcoach.com/write-a-thon.html

*Digital review copies, author appearances/chats/guest blogging,
press release, Q&A and bio available upon request*

###