



## WHO WE ARE

In October 2014, Angela B. Chrysler, an undiscovered author who was looking for a new approach to marketing, formed Brain to Books. Inspired by *Horton Hears a Who*, Ms. Chrysler realized that, by uniting all the voices around her, their message would be heard. Our voices united are louder than one. From this concept, the Brain to Books Cyber Convention was born.

## SUMMARY OF SERVICES

Brain to Books organized the affordable marketing events authors need to help them succeed. This concept gave birth to the first, and currently the only, Cyber Trade Show, Author Convention, and Book Expo. Year round, Brain to Books collaborates with companies offering authorial services found at [BraintoBooks.com](http://BraintoBooks.com). From May to October, we offer free blog tours and editorial services. We are happy to submit your tour request to our 100+ bloggers who will contact you if your book is a match for their readers. In October, Brain to Books opens registration for the Brain to Books Cyber Convention and Book Expo. From January to March, we prepare B2BCyCon.com for the online trade show and Author Convention/Book Expo. Brain to Books is a networking hub. Expand your network, learn about the business, find marketing advice, your editor, your book cover artist, or readers (they're here too)! In April, registered authors can put into practice their marketing skills at the Brain to Books Cyber Convention and Book Expo. Evaluate your results, re-write your business plan, and execute next year until you get the results you are looking for.

## HOW IT WORKS

Every year, on 1 October, we open author registration at [braintobooks.com](http://braintobooks.com). There, you will find a vast selection of events that you can use to market your book(s) during the Brain to Books Cyber Convention and Book Expo. Select as little or as many events as you want. Complete your order, make your payment through PayPal, then fill out the form(s). Your information is safely uploaded into the Brain to Books database where our team then selects the information they need to build the events you ordered.

While we build the Convention, you can begin networking right away. You will be guided to our Author Portal where additional events are offered at no additional costs. Invite your readers. Share the Convention through your Newsletter. Tell your followers. Share the event on Social Media. Through networking, learn how to maximize your success during the Brain to Books Cyber Convention.

In April, we open doors to the public. Everything is built weeks in advance so you can sit back, enjoy, browse the convention, and/or network. Can't make the convention? Your events and books will still run. Put your best foot forward. Browse the Convention, view the results, join a panel, sit with Joe Compton on Joe's Bar, or attend one of the many events hosted by our team. Join the network of undiscovered talent, find new friends, and strengthen old relationships. After the Convention, return to your marketing plan and review your sales. Evaluate your marketing plan and readjust your approach for your next campaign.

## WHAT'S IN IT FOR YOU

You will join the largest growing network available to undiscovered authors today. Learn what works and what doesn't. Experience the Author/Writer Convention from the comfort of your own home without the need to purchase tickets, transportation, hotel rooms, food, and VIP Passes.

## WHAT'S IN IT FOR US

Growth. Our goal is to give authors an alternative to the expensive Author Writer Conventions. We are the only Trade Show/Author-Writer Convention found online, allowing us to grow our annual Cyber Convention.

## PAYMENT

All payments are accepted through PayPal upon registration through our secured site. We are a PayPal certified seller. All events are \$5.00 per event across the board. Once an author is registered, they are offered additional events free of charge in our author portal. There is no limit as to how much or how little you register for. You can always come back and purchase more. Buy an event, come back in a few weeks, buy another event. It's that simple.

[View the events offered for the Brain to Books Cyber Convention and Book Expo.](#)

## CONTACT

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