



## PARIS WRITING SALON PRESS KIT

[salon@pariswritingretreats.com](mailto:salon@pariswritingretreats.com)

### OVERVIEW

#### Who we are:

A subscription-based series of chats and expert workshops designed to educate and inspire writers in an inviting community setting.

#### Why we exist:

To guide and inspire anyone who wants to up their game, get their book published, and attract their unique super reader.

#### Who our customers are:

- 70% Women
- Educated
- Busy lives
- May have other careers (and other distractions/obligations)
- Writers vocational/avocational
- Building their writing craft or have good craft but need to build their marketing/pitch skills

#### What they want:

- Hone their craft (or up their game)
- Be challenged/inspired by community
- Have accountability
- Get their book idea off the ground
- Build confidence
- Be published/self-published
- Grow their audience/learn how to pitch and market their work
- Attract the super reader

#### How it works:

- Sign up and learn more via this link: <https://pariswritingretreats.com/join-salon/>
- See our upcoming events: <https://pariswritingretreats.com/salon/>
- Membership packages: <https://pariswritingretreats.com/salon-signup/>

#### About the Paris Writing Salon:

The Paris Writing Salon was created by two writers, Lisa Anselmo and Gabrielle Luthy, friends and critique partners who were looking for an online community where women writers could learn from experts and each other. Unable to find what they were looking for, they decided to launch the Paris Writing Salon for anyone ready to tell their story, sell more books, or who is searching for community support and motivation.

*(cont'd)*

A subscription-based online learning hub, the salon is virtual all month, every month, and its purpose is its tagline: Get writing, get published, and get more readers.

**Membership benefits include:** workshops, author chats, group writing sprints, publishing and marketing tips, community support, and more.

**Presenters include:**

- **Lisa Anselmo**, author of *My (Part-Time) Paris Life*
- **Seana Kelly**, author of *The Slaughtered Lamb Bar and Bookstore* (Publishers Weekly starred review)
- **Anna P. Murray**, author of *Greedy Heart* (named one of SheKnows 10 Most Anticipated Books of 2020)
- **Juliette Sobanet**, also writing as Danielle Porter, Amazon bestselling author of *Sleeping With Paris*
- **Suzanne Tierney**, Amazon bestselling author of *Blooms of War*
- **Samantha Vérant**, author of *The Secret French Recipes of Sophie Valroux*

**About the Founders:**

*LISA ANSELMO is an author, speaker, and coach, focusing on helping individuals and brands connect on a personal level with their audience. She has spent most of her professional career in magazine publishing, on such iconic brands as Allure, InStyle, and People.*

*Her unique background in design and branding, as well as writing and performing, uniquely informs her coaching method, Finding Your Authentic Voice™, which helps writers create—and market—compelling reads.*

*Anselmo lives in Paris and is the author of My (Part-Time) Paris Life—How Running Away Brought Me Home (Thomas Dunne Books/St. Martin's Press).*

[LisaAnselmo.com](http://LisaAnselmo.com)

*GABRIELLE LUTHY is the 2016 winner of RWA's Golden Heart award for long contemporary romance, Gabrielle Luthy lived in a bijou apartment at the top of Montmartre for five years before returning to her native Australia.*

*When she woke to the news of Notre Dame in flames, she decided to take a break from the corporate world to combine two passions with one longterm goal: showing the best of Paris (especially the quirky, hidden side) to friends + sharing writing information + inclusive retreats crafted for commercial women's fiction and memoir writers. After COVID-19 scuttled the inaugural retreat plans, she and Lisa Anselmo decided to launch the salon.*

*She lives in Melbourne, Australia, with two cats. Her 2018 Golden Heart-finalist novel is on submission, and she's hard at work on two new novels about life in Paris.*

[GabrielleLuthy.com](http://GabrielleLuthy.com)

**Contact, artwork, sample promotion language, next page**

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ARTWORK/LOGOS to download: [pariswritingretreats.com/salon-press](http://pariswritingretreats.com/salon-press)

**SAMPLE PROMO SPOT LANGUAGE:**

VER 1:

Are you ready to tell your stories? Do you want to sell more books? Have you been searching for your writing community?

Join the Paris Writing Salon, created by writers for writers, is an online community to help you get writing, get published, and get more readers.

**Membership benefits include:** workshops, author chats, group writing sprints, publishing and marketing tips, community, and more. Online all month!

Get 27% off your monthly subscription if you sign up now.

[pariswritingsalon.com](http://pariswritingsalon.com)

VER 2:

If you're ready to tell your story, sell more books, or are searching for your writing community, join the Paris Writing Salon—created by two writers looking to form an online community where writers could learn from experts and each other. Online all month, the Salon is designed to help you get writing, get published, and get more readers.

**Membership benefits include:** workshops, author chats, group writing sprints, publishing and marketing tips, community support, and more.

Get 27% off your monthly subscription if you sign up now.

[pariswritingsalon.com](http://pariswritingsalon.com)

VER 3:

If you are ready to tell your story, sell more books, or are searching for your writing community, join the Paris Writing Salon. An online learning hub and hangout created by two writers to help you get writing, get published, and get more readers.

**Membership benefits include:** workshops, author chats, group writing sprints, publishing and marketing tips, community, and more. Online all month!

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