



PO Box 97 • Ferndale, PA 18921
Phone 610.847.2456 • Fax 610.847.8220
Web www.wordforgebooks.com
Email admin@thewordforge.com

**WORD FORGE
BOOKS**

Author Bio

Word Forge Books – Bringing You the World Through Words

Mary Shafer's Speaking Biography

Mary Shafer is an award-winning author, full-time freelance writer and professional speaker. On the side, she serves as publisher of Word Forge Books, an independent micro-publisher of books that celebrate what's wondrous about the world.

Mary grew up around her father's advertising agency and performed her first freelance job at 14. She served in various capacities in several other agencies and design studios until 2001, when she launched her writing firm, The Word Forge. As owner of this business, Mary does editorial writing, commercial copywriting and serves as a marketing consultant to small and micro-businesses.

Involved in the book publishing world since 1990, Mary had experience in most facets of the industry. In 2004, faced with the financial dissolution of a publisher with whom she had a contract, two months before her book was to go to press, she took matters into her own hands. Not wanting to let three years of her life go down the drain, she formed Word Forge Books, secured a sponsor for her book's first printing, and became an independent publisher.

Using the principles she recommends to her marketing clients, Mary promoted her new book. With a bit of help from Mother Nature, "Devastation on the Delaware: Stories and Images of the Deadly Flood of 1955" sold out its entire first run of 2,500 copies in 42 days. It has sold nearly 5,000 copies to date and will go into a second, updated edition in August, 2010.

Recognizing that many authors don't understand the critical connection between savvy marketing and their books' success, Mary began speaking in publishing circles in 2006. She believes that, despite all the structural and economic upheaval, this is the most exciting time to be a small, independent publisher. She hopes her presentations help authors and small publishers recognize the great potential for success in the new "wild west" of publishing brought on by technological innovations and changes in the marketplace.

Mary speaks with authority, enthusiasm and humor on the following topics:

- Freelance Writing
- Independent Book Publishing in the 21st Century
- How to Leverage the Power of Social Media for Your Business
- Marketing and Promotion for
 - Publishers
 - Authors
 - Artists
 - Small Business Owners
- The Deadly Flood of 1955 in the Delaware River Valley
- Adopting, Rescuing and Living With Disabled Pets