
Lorraine Phillips - Author Bio



Lorraine Phillips attended Jackson State University, where she acquired an MBA in business administration and a BS in computer science, graduating both programs with honors and distinction. She later went on to acquire an AA in graphic design from Bauder College and was elected to “Who’s Who Among Students in American Colleges” for outstanding merit and accomplishments.

Lorraine is a creative information technology professional with over twelve years’ experience in planning, developing and publishing print, Internet and digital projects. After serving as content director of *SisterPower Online* for nine years, she then launched *SisterPower Magazine* and was able to go directly from idea to newsstand after landing three distribution deals on the very first attempt. Lorraine then decided to pen the book *Publish Your First Magazine* as a practical guide for potential publishers that demonstrated her process and provided the details on exactly how she did it.

Performing a highly strategic Internet campaign, *Publish Your First Magazine* became an Amazon Top 100 seller in its category; was rated five out of five (excellent) by *Writer’s Digest*; and was selected as a “Highlighted Title” by *Independent Publisher*, where the book was recognized and honored for exhibiting superior levels of creativity, originality, as well as high standards of design and production quality. The title is also being used as a teaching aid at a number of universities and colleges throughout the U.S.

Lorraine is currently CEO and founder of 360 Books, where she coaches and advises publishers, entrepreneurs and business leaders on the best practices for online marketing and promotion through the smart, strategic use of today’s technologies. She specializes in social media marketing, web content strategy development, branding and design. Lorraine is available for consultations, speaking engagements, lectures and seminars anywhere you might be across the globe. As a dynamic speaker, author, consultant and coach, it is her mission to help people achieve their personal and/or professional dreams. As she says in her own words: “It’s exactly what I was born to do!”

Her latest title *Publish Your First Digital Magazine: Taking You from Concept to Delivery*, (ISBN: 9780988953505) is available through major wholesalers and book retailers, as well as online outlets nationwide, in Canada, Australia and throughout Europe. For more information, please visit www.firstdigitalmagazine.com.