



Vol. 35 No. 2 2014

# Book Dealers World

National Association of Book Entrepreneurs



Dana Wilde, author of "Train Your Brain: How To Build a Million Dollar Business in Record Time," a Pinnacle Book Achievement Award winner. Read her story on page 3.

## **NABE Summer 2014 Pinnacle Book Achievement Award Winners**

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## From The Editor's Desk



Dear Friends,

Summer is here and it is a good time to relax, take some mini vacations and enjoy this beautiful state that I live in. Except for the many wildfires around us, the weather has been pretty mild this summer. Hopefully the rest of the country will soon enjoy Summer fun and festivities.

This issue of **BDW** spotlights the Summer 2014 Pinnacle Book Achievement Award Winners, honoring many of our great members and their fine books. Check out pages 22-23 for a list of the award winning books. I truly feel independently published books and books from smaller publishers are some of the finest books being published today. Check out some of our winning books and authors.

In this issue of **BDW**, Joseph C. Kunz Jr. has two important articles for us, one on Passive Marketing and the other on Direct Mail Marketing for the Self Publisher, Stephanie J. Hale reveals How To Get Your Book Serialized in Newspapers & Magazines., Mary Greenwood writes that Book Awards Are the Gift That Keeps on Giving, Kim Staflund brings us tips on How To Sell Books on Twitter, and Gioya McRae shows us the Top 8 Benefits of Email Marketing. Plus we feature a Publisher's Profile on Dana Wilde. Author of "Train Your Brain."

If you have not joined **NABE** yet, you can sign up on page 17 and check out the many money saving benefits, including Pinnacle Book Award eligibility. Don't forget to display your book in our 2014-2015 NABE Book Showcase Exhibits as well and take a look at our popular **New Super Book Marketing Deal**, which saves you over a thousand dollars on some of our best marketing vehicles.

Have a wonderful Summer and Fall and enjoy all your favorite outdoor and indoor activities. It is time to play.

Al Galasso, NABE

## BOOK DEALERS WORLD

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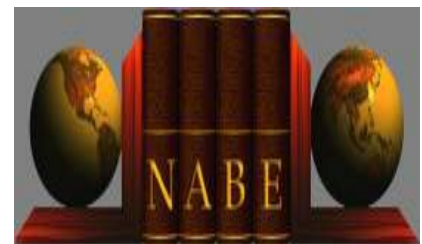
**NABE**  
P.O. Box 606  
Cottage Grove, OR 97424  
541-942-7455

**E-Mail**  
[BookDealersWorld@  
bookmarketingprofits.com](mailto:BookDealersWorld@bookmarketingprofits.com)

**Web Site**  
[BookMarketingProfits.com](http://BookMarketingProfits.com)

**Executive Director**  
**Al Galasso**

**Associate Director**  
**Ingrid Crawford**



**National Association Of  
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## PUBLISHER'S PROFILE

### **Dana Wilde** **Author of** ***Train Your Brain*** ***How To Build a Million Dollar*** ***Business in Record Time***

One of Albert Einstein's most popular sayings was the definition of Insanity: doing the same thing over and over again and expecting different results. In her ground breaking new book, *"Train Your Brain: How to Build a Million Dollar Business in Record Time,"* award winning author Dana Wilde shows readers how to break the Cycle of Perpetual Sameness, the number one reason why most people only experience incremental change in their lives and their businesses.

Her book teaches entrepreneurs that before you take action, you must arm yourself with the right mindset for success. Dana reveals the much-needed blueprint to say goodbye to this counterproductive cycle and do it quickly. Her program has been used by thousands of small business owners and continues to be her number one selling training.

Dana has over 60,000 followers in 31 countries and is a trusted authority. She knows how to stimulate brain power for personal and professional achievement in individuals as well as in teams. Dana's core system *Train Your Brain* contains 20 mindware experiments, utilized by top income producers from a variety of industries to rapidly increase their business growth.



Dana Wilde

"By making small changes in the way you think, thinking in new and more constructive ways, you can literally *Train Your Brain* to control every aspect of your life," states Dana.

Originally created as a tool for training her party plan team, which broke company records in growth and sales, *Train Your Brain* was developed into a 6-part CD series and is now available in her brand new secret and system revealing book.

Dana Wilde is founder and CEO of The Mind Aware, an organization that delivers personal and professional development through audios, books, live trainings, joint venture relationships and radio interviews. She was named one of the top 50 most powerful and most influential people in Direct Selling and Networking by Direct Selling Live. In addition to developing The Mind Aware Interview Series, heard by hundreds of thousands of small business professionals worldwide, Dana is host of her own radio show, syndicated in top markets across America, *The Mind Aware Show*. She became a published author at 23, an on-air guest host for the Tokyo Shopping Network and a winner of two Telly awards for writing and producing.

Jack Canfield, Co-creator of the Chicken Soup for the Soul series® and The Success Principles, has said, *"Dana has a naturally bubbly, charismatic personality. Her little bit of shyness and her 'I'm-just-a-normal-girl' kind of energy is very endearing and it's what makes people like her. It's the same thing that made Oprah successful."*

Here are what people are saying about *Train Your Brain*...

*"Using Train Your Brain, in two years, I've gone from zero to a million dollars a year in my business, and paid off \$30,000.00 in debt!"* Sarah Thomas Basehor, KS

*Thanks to Train Your Brain and Ten Minutes Before Bedtime I've had the highest sales for the last 5 weeks running!"* Keri Hayes, Nederland, CO

To order your copy of *Train Your Brain* or request wholesale dealer information, visit Dana's informative website [www.DanaWilde.com](http://www.DanaWilde.com) and change your whole life for the better right now. You are never too old to change.

### **\$10.00** **Discount Coupon** **Combo Ad** **Package**

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**Here's Your Opportunity** to give your book, audio/video tape or other product exposure to the book market, library field, mail order arena, media outlets, gift shops and internet book buyers at a cost you can afford. The average trade show booth now rents for \$1800 and up. That doesn't include tables, carpeting, lighting, union labor, drayage service, book racks, airfare, shipping, car expenses, meals, hotel bills, etc. You could spend more than \$3500 on just one exhibit alone. By becoming a part of the **NABE Book Showcase Exhibits**, you can have your books on display for less than 10% of what it would cost to exhibit your books yourself.

**Our NABE BOOK SHOWCASE EXHIBITS** are different from any exhibiting service. **Your book is displayed face-out within a special subject category, such as Health, Cooking, Children's Interest, etc. Only 50 to 100 books are displayed in each show so your book is not buried amidst thousands of titles.** Then, a professional sales staff, full of enthusiasm and warmth, who also speak Spanish and French, greet potential buyers. We take time to get to know you and your book. **We pass out your flyers and send you the names of all the buyers who visited us so you can follow up on potential orders.**

**Our NABE BOOK SHOWCASE EXHIBITS** are bright, well-decorated, and colorful. We offer drawings, free gifts and giveaways to increase booth traffic. A few years ago, a publisher who had placed her book in 3 different combined exhibits in the same show, told us that after visiting the other two places, she couldn't believe all the buyers and the activity that was taking place at the NABE Booth. Authors are encouraged to make an appearance at shows if they wish. Even if you cannot attend any of the shows, you can be assured your book will be shown to all potential buyers. We are unlike any exhibiting service you have ever used. This is our **32nd successful year of showcasing books**, experience you can count on!



### Pacific NW Fall Book Show

Tacoma, Washington  
September 26-28, 2014

Reach thousands of book stores, book distributors, wholesalers, libraries, young adult bookstores, and a wide range of book buyers from all over Oregon, Washington, Idaho and Northern California. This show gets bigger every year.



### California Book Trade Show

South San Francisco, California  
October 23-24, 2014

This energetic book show draws booksellers from areas with the highest per-capita book sales in the country. Bookstore owners, large chain stores, major book distributors, and more will be attending from all over California, and Nevada as well. Make certain your book is displayed to this great audience!



### California Library Assn. Show

Oakland, California  
November 7-9, 2014

Showcase your books, audios, videos and more in one of the largest library market shows of the year. You can sell direct to libraries and pocket more profits. Or, you can help your distributor sell more books with this exposure to librarians from all over the Golden State.



### Oregon Library Assn Show

Eugene, Oregon  
April 15-17, 2015

Reach public and academic libraries from all over Oregon in this popular annual event. Expose your book not only to librarians but to hundreds of potential buyers who will see your book for the first time and then wish to purchase it for themselves or as a gift.



## Here's What You Receive at the N.A.B.E. BOOK SHOWCASE EXHIBITS....

◆ **YOUR BOOK** will be displayed face-out in its own special category section with a friendly, professional Tri-Lingual (Spanish, French & English) Sales Staff attending. We also showcase CDs, and DVD's. You do not have to attend any show unless you wish to.

◆ **YOUR BOOK** will be featured in our **NABE BOOK SHOWCASE CATALOG**, which will be passed out **free to buyers** at each show with your web site info.

◆ **25 of YOUR BOOK PROMOTION FLYERS** will be placed beside your book. When a buyer expresses interest in your title, a flyer will be handed out. If additional flyers are needed, they will be xeroxed at the show.

◆ Once you sign up, you'll receive the Free Report: **How to Get The Max From A Show**. It gives you tips on how to design order-pulling flyers and what to put on them, ways to attract more customers, best follow-up methods, and much more.

◆ **A SPECIAL PARTICIPANT PACKAGE** will be e-mailed to you, approximately 2 weeks after the Showcase, containing the list of buyers for follow up. They will be sent both in Adobe Reader PDF Format as well as in Ascii Text so they can be imported into any database. Plus, you will receive a Show Report. If you prefer, the names & report can be sent by regular mail.

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**When You Sign Up For 3 or More Shows  
FREE COPY of AI  
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Learn master marketing tips and the Inside Secrets of selling more books at the trade shows, in mail order, through special markets, with publicity tie-ins, and more. Boost your bookselling profits!

• Check here if your would like us to design your flyer with our new low cost Book Flyer Service. Includes typesetting and printing. Only available for NABE Members who participate in our Showcase Exhibits.

## What Past Exhibitors Have Said About Our Service:

"Thanks for putting me in touch with the distributor you spoke with at the show. We have a deal to put copies of the novels in two Portland Costco Warehouse stores, and in the Eugene Costco. I'll do a book signing in all three stores. If that goes well, and I'm confident that it will, there is a great opportunity to expand into other Costco stores, Wal-Mart and the big box book stores. It looks like the book show exposure paid off.  
Rod Collins

"You and Ingrid did a superb NABE job at the California Library Association Trade Show. We appreciated how well you displayed 'Grandpa Grouper, The Fish With Glasses' and steered children's book buyers to us. Thank you. Grandpa Grouper sold out! It pays to join NABE and I highly recommend participating in your trade show program."  
Don Arends

"I just received a call from a gift store in California, whose owner told me that she saw our book at the NABE Book Showcase Exhibit. She proceeded to order every book and label in our line. This one account certainly paid for our exhibit fee, and we expect much repeat business."  
Cheryl Long, Culinary Arts, Ltd.

"We consider your showing of our books at the NABE Book Showcase to be a success. So far, we've received five solid wholesale contracts and are in the process of securing some large orders."  
M. Waters, Mutual Press

"Al, thanks for the leads from the last trade show. The first five I contacted remembered my book and also taking the flyer you handed out. Four out of five already ordered for their libraries. You did a great job representing my book. I am very pleased with your service."  
Joan Shih

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One Book in All Four Exhibits  
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\$175.00 per book per show

## To Get Your Book Into the NABE Showcase Exhibits

☞ Fill out the **Showcase Order Form** below. Print or type legibly. Include your remittance by check, money order or credit card.

☞ **For each Showcase that you participate in: Send One copy of your Book plus 25 Flyers.** (We need a fresh book for each exhibit). If your book isn't ready now, you can ship it later, but please sign up as soon as possible because of limited space in the exhibits. Flyers can also be sent after you sign up.

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## How To Get Your Book Serialized in Newspapers or Glossy Magazines by Stephanie J. Hale

Most authors find the idea of pitching or promoting their book to newspapers, magazines, radio and television daunting. However, you presumably wrote (or are writing) your book because you feel you have something worthwhile to say. So it's worth making sure as many readers get to hear about it as possible.

One of the biggest mistakes authors and indeed some PR consultants make is to assume that your press release should be sent out mainly to book reviewers.

To my mind, this is a massive mistake. A book review tends to have postage-stamp sized coverage, with a teeny image of your book cover if you're lucky. What's more, someone has to actually read 70,000+ words before this can happen. Yes, book reviews are influential in selling books. But they shouldn't be the only weapon in an author's arsenal.

If you send your press release to a specific science editor, features writer, reporter or broadcaster instead, you power up your PR campaign considerably. SAGA Magazine, for example, has first serialization rights for my forthcoming book. This spans six pages and includes four photographs, plus an image of my book jacket, as well as a double-page illustration. If I paid for similar coverage in advertising, the cost would run into tens of thousands.

Journalists like stories that are:

1. *Topical (an event or activity that's linked to a trending news topic);*

2. Inspirational (ordinary people doing extraordinary things);
3. Educational (improves health, wealth or relationships);
4. Unexpected (eat more chocolate, get slim);
5. Controversial statements (men are worse bosses);
6. Then and now contrasts (you were overweight/broke/depressed etc. and now you're the opposite);
7. A big promise (lose wrinkles in 7 days with facial yoga).

Remember that most journalists won't have time to read your book. So bullet-point the necessary facts. Or write your press release about you and your inspiration, or anything else that is interesting and relevant. Another approach is to create an event or photo opportunity for them to attend.

Here are some quick and easy guidelines for structuring your press release:

- **Headline** - start with something that's likely to grab attention.

**Paragraph 1** - summarize your *story* giving key information.

- **Paragraph 2/3** - flesh out your *story* - who, why, what, where and when.

- **Paragraph 4** - include a quote from you or someone relevant to the *story*.

- **Paragraph 5** - include extra relevant information such as a photo opportunity.

- **Final Paragraph** - include the all-important sentence: For a review copy, permission to use printed extracts, or to arrange an interview, contact xyz.

- **Contact Details:** phone, Skype and email.

If the story is for immediate release, say so. If it's embargoed until a certain date, this gives journalists time to prepare ahead.

Take time to tailor your press release for different publications. Suppose, for example, you've written a dieting book. Your press release for health magazines might look at emotional and physical topics. For national newspapers, you might include more statistical evidence. For regional media, you might mention a *local author*.

Like all things, it takes a while to master new skills. But eventually, you'll learn to do this on auto-pilot and may even start to enjoy it. It will also leverage your time considerably. Compare the potential return on investment of an hour spent writing your press release with an hour spent giving a reading in a local library or bookshop. To my mind, it's a no-brainer to send out your press release to as many journalists as you can to get maximum coverage!

And if several publications want serialization rights for your book? Then, you need to weigh up what your long-term goals are and whether their target readership is the same as yours. This is rather a nice problem for any author to have!

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Stephanie J Hale is a publishing expert, specializing in helping you make your book stand out from the masses. Her book *Celebrity Authors' Secrets*, full of publishing and book marketing tips, is available on Amazon. Click here to buy yours now: <http://amzn.to/1kdtv9G> Stephanie Hale offers 1-1 mentoring to help you write and sell your book. She is also founder of The Millionaire Bootcamp for Authors.

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**HOT BOOKS TO PROMOTE FEATURE INTERNET PAGE ON OUR WEBSITE**  
**A Two For One Special Marketing Opportunity**

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You receive a 1/3 page display unit, completely designed by us with your book cover photo, a 70-word description of your book, retail price, wholesale, drop-ship and sample costs, plus your company name, address and phone number. This ad will appear in the **Fall 2014 edition of BOOK DEALERS WORLD**, which will be seen by 5000 or more prospects each month.

**Buyers From All Over The  
 United States, Canada and the World  
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The PUBLISHERS PREVIEW section is designed for ease of use. Internet firms and mail order companies can request additional sales information or order directly from you. We even forward any inquiries we receive here at N.A.B.E. to you at no additional charge.

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If you rented e-mail lists of potential prospects it would cost you up to a thousand dollars to reach these top prospects not to mention all the time and work involved in securing the right lists. We do everything for you in one easy operation. 2014 marks our 34th year of publishing.

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 Thousands of Dollars of Sales  
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This Special Web Page will be featured on our Web Site, promoted in quarterly e-mails to bookstores, libraries and a wide variety of Internet Book Buyers, and advertised in our bi-monthly Marketsmart Newsletter.

**As a Publisher, here's what you will get:**

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\_\_\_\_ Please sign me up for the next **PUBLISHERS PREVIEW** and **the Hot Books To Promote Feature on the web**. I've enclosed my remittance plus my book, (and a JPEG of the cover by e-mail) plus a 70-word description of the book on a separate page.

\_\_\_\_ Please charge my Visa, MC Number or American Express.

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 Card Verification No. \_\_\_\_\_ (Last 3 digits on back of signature panel of card)  
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Please include a 70-word description of your book on a separate page. If you want us to write the copy, send your book & sales info.

**Final Deadline: December 10, 2014**  
 See Next Page For Publishers Preview

## Train Your Brain

### How To Build a Million Dollar Business in Record Time

Dana Wilde, Balboa Press - A Division of Hay House Publishing

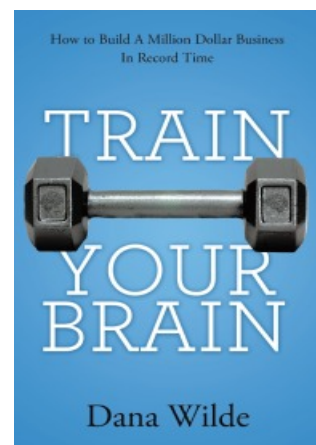
P.O. Box 272 Scandia, MN 55073 Phone: 320-281-4515

E-Mail: [Admin@danawilde.com](mailto:Admin@danawilde.com) Web: <http://www.danawilde.com>

*Train Your Brain* is the ultimate business guide for entrepreneurs. Dana Wilde teaches the mindset secrets she discovered when she built two businesses to reach over a million dollars in less than 19 months each. Dana's simple strategies not only allow the reader to understand how the brain works but also show how easy it is to change your way of thinking and as a result, change your outcomes! With twenty easy-to-implement "Mindware Experiments", *Train Your Brain* gives you all of the necessary tools needed to get off, and stay off the counterproductive "Cycle of Perpetual Sameness", so you transform your life and grow your business in record time.

Retail: \$17.99, Sample: \$17.99 ppd.

Write for wholesale quantity discounts.



## Stillwell

### A Haunting on Long Island

Carole P Roman, Red Feather Publishing

1211 Stewart Avenue Suite 104, Bethpage, NY 11714

(516) 375-9550

E-Mail: [cnbbook@gmail.com](mailto:cnbbook@gmail.com)

Web: <http://www.michaelphilipcash.com>

Paul Russo's wife just died. While trying to get his family's life back in order, Paul is being tormented by a demon who is holding his wife's spirit hostage on the other side. His fate is intertwined with an old haunted mansion on the north shore of Long Island called Stillwell Manor. Paul must find clues dating back hundreds of years to set his wife's soul free.

Retail: \$11.69, Sample: \$11.69 ppd.

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## The Book of Psychological Truths

A Psychiatrist's Guide to Really Good Thinking For Really Great Living

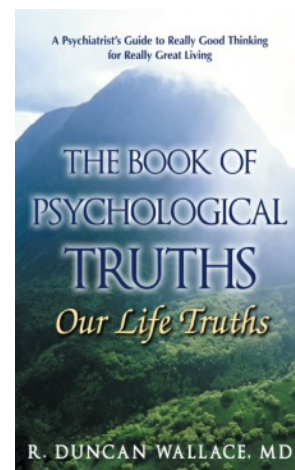
R. Duncan Wallace, 2972 Devonshire Circle, Salt Lake City, UT 84108

Phone: 801-557-1278 E-Mail: [rduncanwallacemd@icloud.com](mailto:rduncanwallacemd@icloud.com)

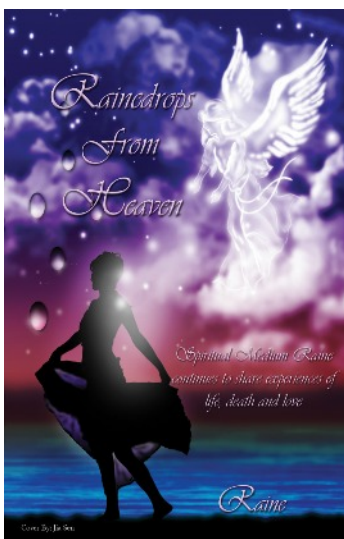
As a doctor of the human psyche, author R. Duncan Wallace believes in not only offering good medicine and science, but also offering solutions and solace to those who are experiencing psychological pain, emotional distress, and difficulty making their way. In *The Book of Psychological Truths*, Wallace provides a useful guide on how to live a happier, more satisfying life. Over the course of his forty-eight-year career, Wallace has compiled a set of truths that will help you grow your capability, outgrow problems, and overcome obstacles.

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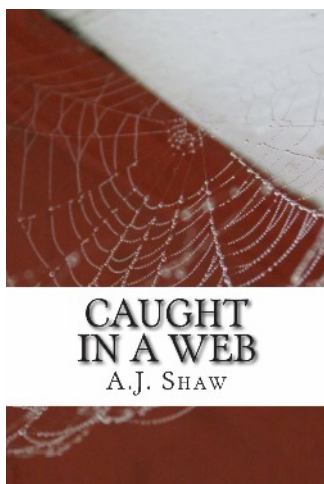
## Rainedrops From Heaven

Raine, Waterside Crescent, Gulf Harbor, Auckland, New Zealand 0930

E-Mail: [raine@rainedrops.com](mailto:raine@rainedrops.com) Web: <http://www.rainedrops.com>

Raine, spiritual medium, talks about suicides, past lives, giving guidance to those looking for spiritual validation. As with her first book "And Rainedrops From Heaven" both books have won two awards. These books will open yearnings within you for more knowledge of your spiritual potential. Both are very inspiring books, taking the reader on a spiritual journey discovering the possibilities of life after death. Visit [www.rainedrops.com](http://www.rainedrops.com) for further information about Raine, her books and services. Books are also at [amazon.com](http://amazon.com)

Retail: Hardcover: \$6.95 Sample: \$6.95 ppd.  
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## Caught in a Web

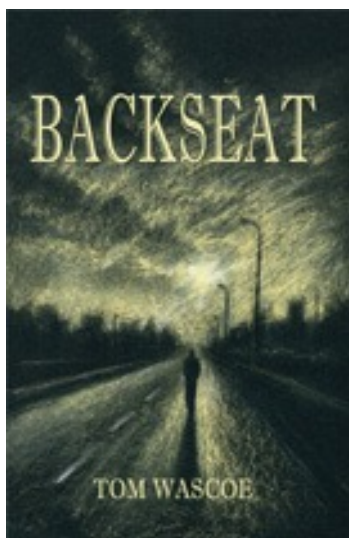
A .J. Shaw, Peanuts and Various Nuts,

2037 Foster Dr. Conway, AR 72034

E-Mail: [rere\\_mudbone@yahoo.com](mailto:rere_mudbone@yahoo.com)

A book about the author's true life, ups and downs with marriage, children, while at the same time living with addiction. Shaw is adamant about the fears of life on life's terms as they collide and, the consequences thereof. This riveting tale follows the trials and tribulations of divorce, death and active addiction. Recovery becomes the only answer. When veteran and archaeologist John Gideon is transported from Earth by a tall, strange man clothed in ornate red robes, he soon finds himself a stranger in a different world.

Retail: \$19.95, Sample: \$19.95 ppd.  
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## Backseat

Tom Wascoe Bookstand Publishing,  
5250 Grand Avenue #14-385, Gurnee, IL 60031

Phone: 847-867-2784

E-Mail: [tomwascoe@comcast.net](mailto:tomwascoe@comcast.net)

Web: <http://www.tomwascoe.com>

Michael's freshman year of college has not gone well either socially or academically. In 1969 failure from college or dropping out means the draft and possibly Vietnam. Michael believes pledging a campus fraternity can help put him on the right path. As the final hurdle to get into the fraternity he must hitchhike 1500 miles over a weekend; a road trip which could save his freshman year and possibly change his life. The rides he gets, the people he meets and the obstacles he overcomes on his journey do change his life-but in an unexpected way.

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## The Kid Who Beat Wall Street And Saved Africa

Ginger Heller, 614 West Lyon Farm Dr. Greenwich, CT 06831

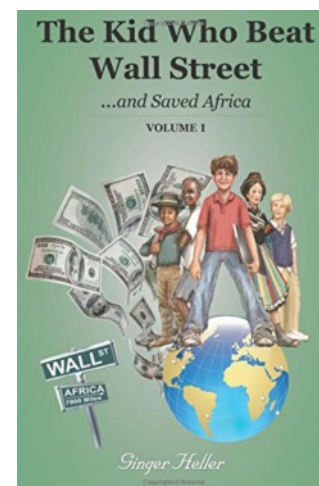
Phone: 203-661-4394

E-Mail: [gheller2000@hotmail.com](mailto:gheller2000@hotmail.com) Web: <http://www.gingerheller.com>

"The Kid Who Beat Wall and Saved Africa" takes place on six different continents where our hero, Marco, invests in a gold mine stock, corners the market in corn, and makes over \$500,000. That's right, over half a million dollars. By the way, he is only 12 years and his parents have no idea. However, it is also the story of children in war torn Africa, and how Marco and his friends come to the rescue.

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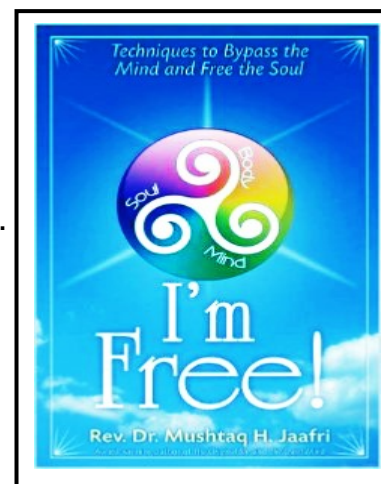
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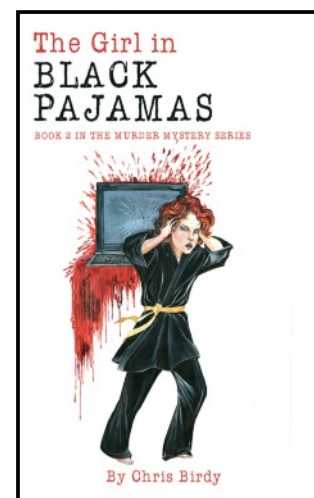
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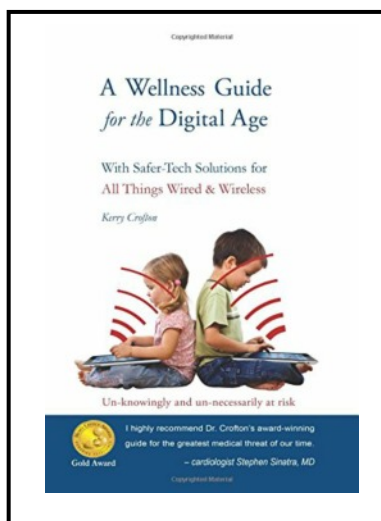
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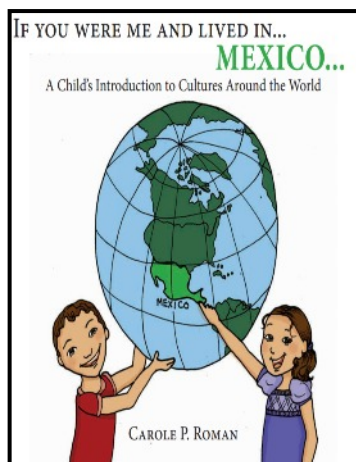


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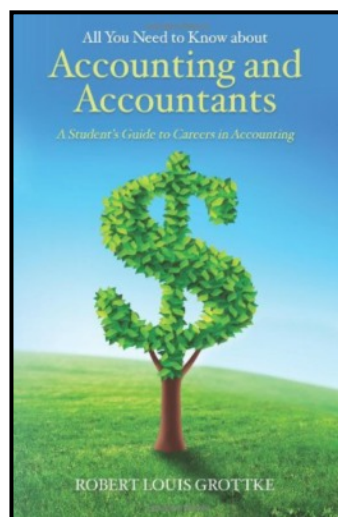
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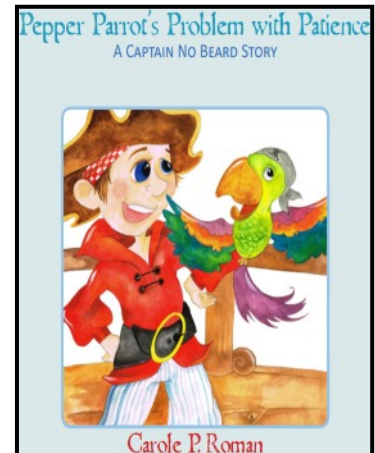


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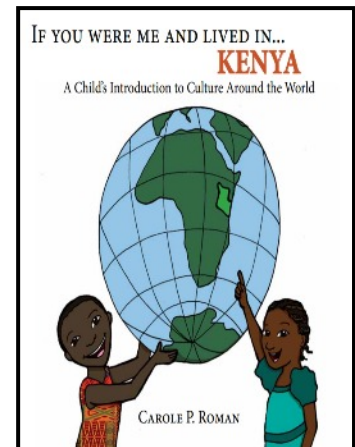
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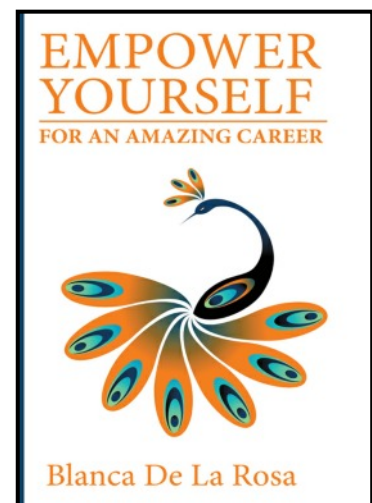
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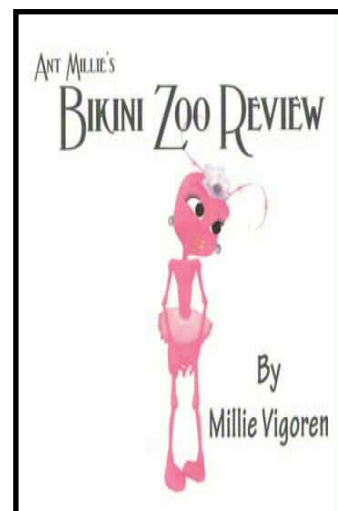
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Millie Vigoren, P O Box 602, Washington, UT 84780

Phone: 435-703-3209

E-Mail: [milliev@gmail.com](mailto:milliev@gmail.com)

Web: <http://www.AntMillie.com>



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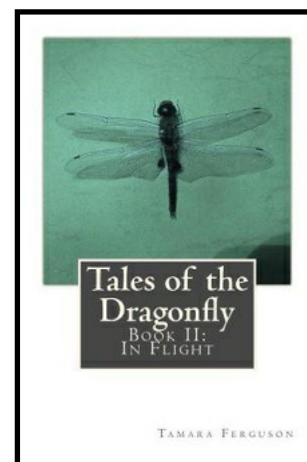
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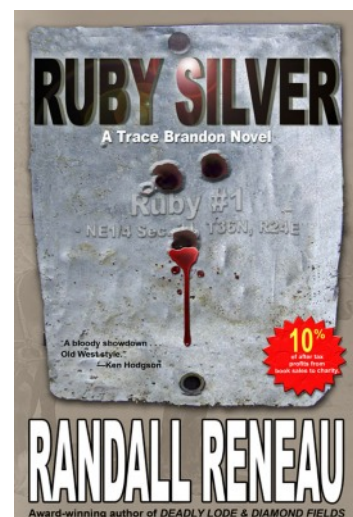
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## Direct Mail Marketing For The Self-Publisher

By Joseph C Kunz, Jr

When it comes to marketing your self-published book, there are a number of options open to you. One of the most ignored marketing methods at your disposal is direct mail marketing. For a small cost, you can reach your sales prospects in a short space of time. Many self-publishers have probably forgotten the power of this marketing strategy - or don't believe that this method can work for a tech-savvy self-publisher. And, online and social media marketing strategies have, for the most part, replaced what was once viewed as the most effective marketing strategy. But, a complete and successful marketing plan cannot ignore direct mail marketing.

### Isn't Direct Mail Marketing Dead?

Direct mail marketing might be considered *old-school* by many of today's high-tech marketing people, but it can still be a powerful marketing tool. And because of this, a self-publisher that wants to sell more books needs to be using direct mail marketing as one part of the overall marketing plan. And don't forget, not all people have an email account. But everyone has a physical mailbox - that they visit every day - without exception. In contrast to this, most emails do not get opened.

It is not easy to impress us with a few words in the message line. Regular mail has a better chance of getting opened. It might sit around in a person's home or office, waiting to be dealt with. But you, as a marketer, have an opportunity to design your mail piece to wow the recipient and try to get them to open it.

### What Is Direct Mail Marketing?

Direct mail marketing is, as its name implies, a way for you to get your marketing materials directly into the hands of your prospects, by using the mail system. Post cards, flyers, and brochures are the most common marketing materials to be sent. Of course, direct mail has its advantages and disadvantages. But when used properly, and with proper planning, it can be a powerful and cost-effective way for you to make a direct and personal connection with your prospects. The direct mail marketing plans that have the most impact are only sent to specific people, at specific addresses.

### How Do I Build A Prospect-List Of Names And Addresses?

There are four main ways for a self-publisher to build a list of names and addresses:

1. Ask your followers on all of your social media outlets, and your website, to voluntarily sign-up for your mail list;

2. If you already have an existing business, and self-publish your book on the side, and the book's subject matter is appropriate for your current customers, add them to your book's mail list;

3. Develop your own mail list by using the internet to find names and addresses. An example of this would be searching for the names and addresses of all the libraries and independent bookstores, and adding them to your mail list;

4. Make it easy on yourself, and pay a professional group such as the Independent Book Publishers Association to send your marketing materials directly to a list of prospects - a list that they have built and manage.

### Conclusion

Direct mail will get your marketing material directly into the hands of potential book buyers. Buyers that might not have been able to find you or your book in today's crowded book market in the first place. It is also your chance to lead them to your website, where you must provide more marketing material for your book, and also wow them with information about you. Therefore, do not ignore direct mail marketing for your book. Your marketing plans are not complete without at least some direct mail marketing.

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August 16-19: Seattle Gift Show, Seattle, WA, 800-318-2238.

## SEPTEMBER

Sept. 26-28: Pacific NW Booksellers, Show, Tacoma, WA, NABE Book Showcase, 541-942-7455.

## OCTOBER

Oct.8-12: Frankfurt Book Fair, Frankfurt, Germany. More info by email: [servicecenter@book-fair.com](mailto:servicecenter@book-fair.com)

Oct 23-24: California Book Trade Show, San Francisco, CA, NABE Book Showcase, 541-942-7455.

## NOVEMBER

Nov.7-9: California Library Assn. Show, Oakland, CA, NABE Book Showcase, 541-942-7455.

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Twitter offers many excellent ways for you to accomplish this; here are some tips on how to sell books on Twitter.

**Manage Your Expectations:** Direct sales should not be your goal on Twitter; this may be too lofty a goal, at least at first. The goal is to develop a relationship with an interested audience, some of whom will buy your book. Others may tell friends about your book or mention your book on Twitter or other social media platforms. Some followers will never buy or promote your book, but that's fine, because you will refine your messages over time to target your most valuable audience segments.

**Get Started:** Go to Twitter.com, start an account, and set aside 10-15 minutes three or four times per week to manage your account. Some authors avoid actually getting started in social media because it seems overwhelming, but you will learn as you go.

**Learn:** To learn how to use Twitter, follow the accounts of both authors and non-authors you admire and use them as models for your Twitter interactions. You will feel comfortable with the basics of the platform within a week or two.

**Interact:** Everyone loves the attention of an @mention or a retweet. Spend time promoting and mentioning others, and they will do the same for you. Be sure the Tweets you post about yourself and your book are helpful and interesting as well as promotional; think about what you'd like to read if you were viewing your Tweets, and try to provide a variety of content. Not all of your Tweets have to mention your book; that information is easily grasped by viewing your bio. Focus on your target audience and write Tweets that will engage individuals who are interested in subject matter that relates to your book. Once you've developed an audience, ask questions to encourage followers to interact with you.

**Tweet about Your Blog:** You are limited to 140 characters on Twitter, so if you have more content to share, use those characters to create a compelling message and provide a link to your blog. Twitter can provide significant blog traffic, and you can use your blog to further engage with your audience.

**Be Consistent, But Not Boring:** Show up on Twitter several times per week, but be sure to vary the content of your Tweets. It's fine to Tweet the same message more than once, but try to allow a few days and several other Tweets in between.

**Make Sharing Easy:** Add prewritten tweetable messages to your blog, articles you provide as a guest author, etc. These provide an easy way for your audience to share your message on social media, and the easier you make it for those who interact with you to promote you, the more free help you will get!

As you learn more about Twitter and your followers, you can test various features and review analytics to refine your message and continue growing your audience. Why not start today?

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## Place Your Book in the Fall Pinnacle Book Achievement Awards

You can find the form on our website at [BookMarketingProfits.com](http://BookMarketingProfits.com)

## BOOK DEALERS DIARY

**A Mystery for Maeda** by Carol Moxham Boot tells the story of Maeda, a sweet inquisitive girl seeking an adventure. She loves visiting Gram's beautiful Victorian farm house and sets to solve the puzzle of what's been lying in Gram's chair. Filled with bright colorful illustrations. For more info, visit [www.warrenpublishing.net](http://www.warrenpublishing.net)

**Damaged Spirits** by Jennifer Lively is a captivating, powerful read that focuses on the complex world of addiction. It is a riveting collection of short vignettes that reflects the impact addiction has on individuals, families, communities, and society. Addiction does not discriminate and it is a disease of excess. For more info, send e-mail to [livelyjennifer03@gmail.com](mailto:livelyjennifer03@gmail.com)

**Emily's House** by Natalie Wright is the story of teenager Emily Adams, who is flunking math and life. Soon the ancient legacy coarsing through her veins will force her secret to be revealed. Travel with Emily as she unlocks the secrets of the Celtic ancestors when she goes on a mystical journey to the inner house and beyond. For more info on this and other books visit at [www.NatalieWrightsYA.blogspot.com](http://www.NatalieWrightsYA.blogspot.com)

In **The More Things Change** by Perry Prete, a paramedic for the City of Ottawa discovers more than a body on Parliament Hill. He unwittingly unleashes a secret that began almost 70 years ago at the end of World War II. Some people want to keep it a secret while others want the world to know. Hitler's dream may not have died with his death. For more information, visit [www.sandspress.com](http://www.sandspress.com)

**Commit To Get Fit: Find The Secrets to Your Own True and Everlasting Weight Loss** by Laura Dion-Jones is a proven, easy to follow weight loss program that really works. The author turned a lifetime of chronic obesity into weight loss success and now you can too. Features funny and wise practical advice that works. For more info, visit [www.commit-fit.com](http://www.commit-fit.com)

**The Cockroach Invasion** by Sherry Meinberg in an entertaining and delightful read for children of all ages. Discover everything you ever wanted to know about cockroaches and the role they play in the ecosystem. Features underlying messages of self-reliance, openmindedness and respect for all creatures. For more info, send an email to [sherrymeinberg@verizon.net](mailto:sherrymeinberg@verizon.net)

**A Wellness Guide For the Digital Age With Safer-Tech Solutions For All Things Wired & Wireless** by Kerry Crofton, Ph.D. says that for vitality and wellness in these high-tech times, we don't have to give up the convenient gadgets we rely on, and love, but we do need to use them differently. In clear, easy-to-understand language this team of experts gives readers the details, tools, coaching and resources they need to use all the latest gadgets safely. Written in scientifically accurate yet non-technical language, it is well suited to readers of all ages. For more info, visit [www.safertechsolutions.org](http://www.safertechsolutions.org)

**The Band Plays On** by Rick Niece, Ph.D. celebrates the soul of America's heartland. It is a tribute to friendship, community, and most importantly, his father, Lewis Niece. When DeGraff, Ohio's beloved band director conducts an encore performance, "Lewie's Alumni Band" gathers to celebrate with gusto. More info at [www.RickNieceBooks.com](http://www.RickNieceBooks.com)

**The Coolness of Josh** by Marc Swift takes us on a tender journey of unexpected twists and turns that ends in the celebration of life, even after the death of his son, a 22-year old who, after two suicide attempts and a traumatic revelation, is restored to the unconditional love of his father and the happy home he never had. For more info, visit [www.coolnessofjosh.com](http://www.coolnessofjosh.com)

**Grace of Gratitude Journal** by Deborah Perdue is not just for novices, but also for anyone who is already experienced with the spiritual practice of feeling gratitude in his or her life. A mixture of Tara Thelen's inspiring artwork and Deborah Perdue's years of writing about the things she appreciates most in her life, it is a treasure everyone will enjoy. For info, visit [www.graceofgratitude.com](http://www.graceofgratitude.com)

**Corporate Escape: The Rise of the New Entrepreneur** by Maite Baron is a book for people who are looking to embark on a new career as owner of their own business. It features innovative strategies, thought provoking stories, insightful case studies and action-focused exercises. For more info, visit <http://the.corporatescape.com/book>

**Adventure Inward: A Risk Taker's Book of Quotes** by Jonathan Wunrow is a collection of insights and quotes that will inspire thrill seekers toward personal exploration and the ultimate adventure: inward. Get more information at [www.jonathanwunrow.com](http://www.jonathanwunrow.com)

**Age To Perfection** by J. Mark Anderson, MD, Walter Gaman, MD and Judith Gaman, BSHS is packed with sound medical advice on how you can live a longer and healthier life. Filled with lists, charts and helpful tools to help each reader reach their 100th birthday happy, healthy and wise. A new twist on anti-aging that is fun and engaging. More info at [www.agetoperfectionbook.com](http://www.agetoperfectionbook.com)

**Zen Unleashed: Everyday Buddhist Wisdom From Man's Best Friend** by Tim Macejak introduces readers to Sheila the Zen Dog, who shows us how to let go of attachments and be in the present moment. She uses her natural dog wisdom, haiku poetry and simple explanations to fetch and deliver a clear and useful summary of Zen Buddhist teachings. For more information, visit [www.zenunleashedbook.com](http://www.zenunleashedbook.com)

**Just Ask The Universe** by Michael Samuels is a realistic guide about personal development that anyone, at any age, can apply to their life. When you create a blueprint for self-growth and command your subconscious mind, the Universe will manifest all your dreams. More info at [www.samuelsbooks.com](http://www.samuelsbooks.com)

**Beat Your A-Fib: The Essential Guide to Finding Your Cure** by Steve S. Ryan, Ph.D. presents up to date information and best practices, medical terms translated into everyday language, non drug treatment options, research based content, lessons learned from A-Fib patients, and much more. For more info, visit [www.beatyoura-fib.com](http://www.beatyoura-fib.com)

**The Age of Amy: The Thumper Amendment** by Bruce Edwards is a story of 16-year-old Amy, who joins a campaign to elect the next president of the United States, not out of patriotism, but to punish the opposing candidate's son, who viciously bullied her in the 3rd grade. More info at [www.AgeofAmy.com](http://www.AgeofAmy.com)

**The Tiny Tomato and His Terrific Manners** by Barbara Prignano tells the story of Tom, the largest tomato in the garden and how he bullies the smaller ones. Tom learns a valuable lesson when he realizes it is far better to be kind to make the garden a happier place. More info at [www.prignanobooks.com](http://www.prignanobooks.com)

**Pepper Parrot's Problem With Patience** by Carole Roman is about a new crew member who is having a hard time keeping up with the drills. Captain No Beard and his mates join together to help. More info at [www.caroleproman.com](http://www.caroleproman.com) <http://www.caroleproman.com>



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## **ADVENTURE**

Call of the Jungle  
Amanda Barlow

<http://www.amazon.com/Call-The-Jungle-Ca>

Adventure Inward:  
A Risk Taker's Book of Quotes  
Jonathan Wunrow

<http://www.jonathanwunrow.com>

Ruby Silver: A Trace Brandon Novel  
Randall Reneau

<http://randall-reneau.com>

## **ANIMALS AND PETS**

The Critter Chronicles:  
True Stories For the Inner Child  
Selia Quinn

[www.selia.com](http://www.selia.com)

## **CHILDREN'S ADVENTURE**

The Crew Goes Coconuts:  
A Captain No Beard Story

[www.caroleproman.com](http://www.caroleproman.com)

## **CHILDREN'S EDUCATIONAL**

The Voice: A Modern Day Allegory  
About Autism Awareness

Barry Rudner & Peggy Trabalka,  
[www.nickoftime.us](http://www.nickoftime.us)

The Cockroach Invasion  
Dr. Sherry L. Meinberg  
[www.amazon.com](http://www.amazon.com)

The Adventures of Friendly  
The 911 Kite  
Tena Patterson  
[www.friendlythe911kite.com](http://www.friendlythe911kite.com)

Halle and Tiger with  
Their Bucketfilling Family  
Peggy Johncox  
[www.peggyjohncoxbooks.com](http://www.peggyjohncoxbooks.com)

## **CHILDREN'S INSPIRATIONAL**

The Tales of Reese: Penelope's Wish  
Sparkly Ray  
[www.TalesofReese.com](http://www.TalesofReese.com)

## **DIET**

Naturvore Power: Transcending  
Industrial Food & Medicine  
Charles C. Harpe, MD  
[www.naturvore.com](http://www.naturvore.com)

## **CHILDREN'S INTEREST**

Tiny Bigfoot's Big Choice  
Jenny M. Bragow  
[www.montalvojen.com](http://www.montalvojen.com)

The Magic Cat  
Dennis Stein  
[www.sandspress.com](http://www.sandspress.com)

Ant Millie's Bikini Zoo Review  
Millie Vigoren  
[www.AntMillie.com](http://www.AntMillie.com)

The Tiny Tomato and His  
Terrific Manners  
Barbara Prignano  
[www.prignanobooks.com](http://www.prignanobooks.com)

If You Were Me and Lived in Russia  
Carole P Roman  
[www.caroleproman.com](http://www.caroleproman.com)

## **EASTERN PHILOSOPHY**

Zen Unleashed  
Tim Macejak  
Illustrated by Bud Podrazik  
[www.zenunleashedbook.com](http://www.zenunleashedbook.com)

## **EDUCATION**

Classics: Why We Should Encourage  
Children To Read Them  
Fiza Patham  
[www.fizapathan.com](http://www.fizapathan.com)

The Universe-ity  
Michael Samuels  
[www.samuelsbooks.com](http://www.samuelsbooks.com)

## **FAMILY SAGA**

To Have and To Hold  
Trae Stratton  
[www.traestratton.com](http://www.traestratton.com)

## **FANTASY**

Anselm: a Metamorphosis  
Florence Byham Weinberg  
[www.florenceweinberg.com](http://www.florenceweinberg.com)

The Three Souls  
E-Book  
Bill Thomas  
[www.billjamesmusic.com](http://www.billjamesmusic.com)

## **FICTION**

Deadly Legacy: A Brother's Betrayal  
Jennifer Dickinson  
[www.jenniferdickinson.com](http://www.jenniferdickinson.com)

Hannah's Voice  
Robb Grindstaff  
<http://evolvedpub.com/>

## **GENERAL INTEREST**

The Genesis of Life:  
A Pathway From Science to Faith  
Alan Marshall  
[www.thegenesisoflife.info](http://www.thegenesisoflife.info)

## **GIFT BOOK**

Ripley's Believe It or Not! Reality Shock  
Ripley Publishing  
[www.ripleybooks.com](http://www.ripleybooks.com)

## **HEALTH**

Commit To Get Fit  
Laura Dion-Jones  
[www.commit-fit.com](http://www.commit-fit.com)

A Wellness Guide For the Digital Age:  
With Safer Tech Solutions for All Things  
Wired & Wireless  
Kerry Crofton  
[www.safertechsolutions.org](http://www.safertechsolutions.org)

Age to Perfection: How to Thrive to 100,  
Happy, Healthy and Wise  
J. Mark Anderson, MD, Walter Gamen,  
MD, Judith Gaman, BSHS  
[www.agetoperfectionbook.com](http://www.agetoperfectionbook.com)

Beat Your A-Fib: The Essential Guide  
to Finding Your Cure  
Steve S. Ryan, Ph.D.  
<http://beatyoura-fib.com>

## **HISTORICAL FICTION**

The Blind Eye: A Sephardic Journey  
Marcia Fine  
[www.limagepress.com](http://www.limagepress.com)

## **HISTORICAL SAGA**

The Capacity To Believe: Race, Media  
and Politics in the American South  
Marcus W. Williams, Esq.  
[www.authorhouse.com](http://www.authorhouse.com)

## **HORROR**

The Hanging Tree  
Michael Phillip Cash  
[www.michaelphillipcash.com](http://www.michaelphillipcash.com)

## **HOW-TO**

Reminiscences of a Stock Market Flea  
James J Houts  
[www.jamesjhouts.com](http://www.jamesjhouts.com)

Crash Course in Family History: How To  
Discover Your Family Tree and Stories  
Paul Larsen  
[www.EasyFamilyHistory.com](http://www.EasyFamilyHistory.com)

## **INSPIRATIONAL**

First Comes Love, then Comes...  
TC Wheeler  
[tcwheelerpublications@gmail.com](mailto:tcwheelerpublications@gmail.com)

Grace of Gratitude Journal  
Deborah Perdue  
[www.graceofgratitude.com](http://www.graceofgratitude.com)

Inspired By Loss: Amazing Ways People  
Find The Strength To Go On  
Joy Kalajainen Johnson  
[www.inspiredbyloss.com](http://www.inspiredbyloss.com)

# Summer 2014 Pinnacle Book Achievement Awards

## JUVENILE FICTION

Emily's House  
Natalie Wright

[www.NatalieWrightsYA.blogspot.com](http://www.NatalieWrightsYA.blogspot.com)

Canlandia  
Steve Richardson

[www.impossibledreamspub.com](http://www.impossibledreamspub.com)

The Kid Who Beat Wall Street  
and Saved Africa  
Ginger Heller

[www.GingerHeller.com](http://www.GingerHeller.com)

Lucy's Magical Five Leaf Clover  
A.J. Grace

[www.agepublishinggroup.com](http://www.agepublishinggroup.com)

## LITERARY FICTION

Mystic Tea  
Rea Nolan Martin

[www.reanolanmartin.com](http://www.reanolanmartin.com)

Saving Faith  
Patrick M. Garry

<http://patrickgarry.com/books/saving-faith/>

## MEMOIR

Big Topics At Midnight: A Texas Girl Wakes  
Up to Race, Class, Gender and Herself

Nancy M. Thurston

[www.nancymthurston.com](http://www.nancymthurston.com)

The Band Plays On  
Rick D. Niece, Ph.D.

[www.RickNieceBooks.com](http://www.RickNieceBooks.com)

With Angel's Wings  
Stephanie A. Collins

[www.withangelswings.net](http://www.withangelswings.net)

Caught In a Web  
A.J. Shaw

[rere.mudbone@yahoo.com](mailto:rere.mudbone@yahoo.com)

From Tears to Triumph:  
My Journey to the House of Hope  
Linda Bello-Ruiz

[www.lindabelloruiz.com](http://www.lindabelloruiz.com)

## MULTICULTURAL FICTION

The Unheralded King of  
Preston Plains Middle  
Jedah Mayberry

[www.Facebook.com/JMberryFictionWriter](http://www.Facebook.com/JMberryFictionWriter)

## MYSTERY

The More Things Change  
Perry Prete

[www.sandspress.com](http://www.sandspress.com)

Lady Justice and the Organ Traders  
Robert Thornhill

<http://booksbybob.com>

## NOVEL

The Key  
Lee Carl

[www.oldcitypublishing.com](http://www.oldcitypublishing.com)

Deja Vu of a Skeptic  
Ron Hughart

[ronnieh49@aol.com](mailto:ronnieh49@aol.com)

## NOVELLA

Last Train Home: An Orphan Train Story  
Renee Wendinger

[www.theorphantrain.com](http://www.theorphantrain.com)

## PARENTING AND FAMILY

The Coolness of Josh  
Marc Swift

[www.coolnessofjosh.com](http://www.coolnessofjosh.com)

## PHOTOGRAPHY

Emaho Tibet! Blessings From  
the Land of the Snows  
Simhanada

[www.palmpublications.com](http://www.palmpublications.com)

## POETRY

Bejeweled Poetry: Revelations,  
Sensations, Creations  
M. Jewel H.

[www.bejeweledpoetry.com](http://www.bejeweledpoetry.com)

## PREHISTORIC FICTION

A Meeting of Clans: A Misfits  
and Heroes Adventure  
Kathleen Flanagan Rollins

[www.misfitsandheroes.com](http://www.misfitsandheroes.com)

## PSYCHOLOGICAL FICTION

Saving Superman  
Kathleen Sales

[www.kathleensales.com](http://www.kathleensales.com)

## RELIGION

The Unfinished Tower of Babel: Divine  
Intervention and Social Change  
Robert L. Bonn, Ph.D.

[www.unfinishedtowerofbabel.com](http://www.unfinishedtowerofbabel.com)

## SELF HELP

Corporate Escape: The Rise of  
the New Entrepreneur  
Maite Baron

<http://thecorporatescape.com/book>

## ROMANCE

One Chance, One Moment:  
Book One The Mandy Story  
Judith Kohnen

<http://author.judithkohnen.com>

Cry Wolf  
Karen Fuller

[www.karenfullerauthor.com/](http://www.karenfullerauthor.com/)

## ROMANTIC MYSTERY

One More Dance  
Valentine Cardinale

[www.vcardinale.com](http://www.vcardinale.com)

## SCIENCE

Kinetic Energy: The Driving  
Force of the Universe  
Jan Erland Flinta

[jan.flinta@telia.com](mailto:jan.flinta@telia.com)

## SCIENCE FICTION

The Circuit: Executor Rising  
Rhett C Bruno

[www.rhettbruno.com](http://www.rhettbruno.com)

About Time

Michael Murphey

[www.michaelmurpheyabouttime.com](http://www.michaelmurpheyabouttime.com)

Now You're Dead  
E-Book

Alex Bexar

[www.alexboxarbooks.com](http://www.alexboxarbooks.com)

## SHORT STORIES

Damaged Spirits  
Jennifer Lively

[livelyjennifer@gmail.com](mailto:livelyjennifer@gmail.com)

## SPIRITUAL

Under The Dome: The Protective Shield  
of the Archangel Michael  
Maria Norcia

[angelicwings333@gmail.com](mailto:angelicwings333@gmail.com)

Akashic Alphabet  
Trenace Rose

[www.akashicalphabet.com](http://www.akashicalphabet.com)

## SPIRITUAL ADVENTURE

Tree: One Life That Made a Difference  
Norman E. Kjono

[www.bluestonepegasus.com](http://www.bluestonepegasus.com)

## SUSPENSE

The Girl in Black Pajamas  
Chris Birdy

[www.chrisbirdy.com](http://www.chrisbirdy.com)

Retribution

A.J. Scudiere

[www.ReadAJS.com](http://www.ReadAJS.com)

# Summer 2014 Pinnacle Book Achievement Awards

## **THRILLER**

The Serpent's Disciple  
Deborah Stevens

[www.deborahstevensauthor.com](http://www.deborahstevensauthor.com)

Consumed: A Bad Divorce  
Can Be Murder  
Michael W. Bughi

[www.consumedthebook.com](http://www.consumedthebook.com)

Forgive Me, Alex  
Lane Diamond

[www.evolvedpub.com](http://www.evolvedpub.com)

## **TRAVEL**

The Wayward Traveler  
Robert Louis DeMayo

<http://waywardpublishing.com>

## **WOMEN'S FICTION**

Second Best

Charmaine Pauls

[www.charmainepauls.com](http://www.charmainepauls.com)

## **WOMEN'S INTEREST**

An Anguished Hallelujah  
Linda Flaherty

[flahertygoldsmith@bellsouth.net](mailto:flahertygoldsmith@bellsouth.net)

## **YOUNG ADULT**

A Mystery For Maeda  
Carol Moxham Boot

[www.warrenpublishing.com](http://www.warrenpublishing.com)

Tempus

Holly Lauren

[www.gmtapublishing.com](http://www.gmtapublishing.com)

Finding Hope in Texas  
Ryan T. Petty

[www.ryanpettybooks.blogspot.com](http://www.ryanpettybooks.blogspot.com)

The Age of Amy:  
The Thumper Amendment  
Bruce Edwards

[www.AgeofAmy.com](http://www.AgeofAmy.com)

## **Book Awards Are the Gift That Keeps on Giving** *by Mary Greenwood*

Once you win a book award, get as much mileage out of it as you can. It is the gift that keeps on giving.

1. Put award-winning book or award-winning author interchangeably with the name of your book or your name as the author. If you have won more than one award, use "multi-award winning."

2. Go through everything you write and change it to award-winning. This can include your profile on Facebook, LinkedIn and Twitter. Look at your blog and Website. If you have previously articles, update them with your new awards.

3. Use Google Alerts with the name of your book to see how much PR you are really getting. This will help you decide where to put your continued efforts. I like to Google some key phrases periodically to see what Google alerts may have missed.

4. Write a detailed Press Release every time you win an award. I like to tell the history of the award and even list the other winners in my category. I may even write some nice things about the other winning books in my category. Then I write an email to those other writers with a copy of the link along with my congratulations. Sometimes these other winners will reciprocate by putting something about me on their blog or website.

5. Send copies of the Press Releases to anyone who might be interested in publishing the information. For example, send to your current newspaper and other newspapers such as your home newspaper or a newspaper where you previously

lived. Send to your alumni associations, your employer and your professional organizations such as the local bar association or Rotary. Send to your local writers' group newsletter.

5. Put book award information on your signature on your email account so that everyone who receives an email from you will see this information. This is sent automatically and often, I will get a response like, "I did not know you were an author," or "My daughter is looking for a job and could use this book on interviewing." If it is not relevant to your email, you can always delete the signature before sending.

6. Write blurbs or tips with "award-winning author" that people will want to share with others on Facebook or Twitter. That will help your information go viral.

7. Send the information frequently. You don't want to be obnoxious, but sending something only once may leave out people who don't check Facebook or Twitter on a regular basis. Some things do bear repeating. You can always tweak the post so it is a little different from earlier ones.

Mary Greenwood, is an Attorney, HR Director, Mediator, and Author of Second Edition 2012, *How to Negotiate Like a Pro*, winner of nine book awards and *How to Interview Like a Pro*, winner of twelve book awards including a Pinnacle, Visit on the web at <http://www.Marygreenwood.org>

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Rogue River OR 97537*



## BOOK DEALERS DIARY

**Fat Chance: Pony Tails** by Betty Briggs tells the story of 12 year old Samantha, who worries that others won't recognize the potential of fat pony, Roly Poly. It is a story about setting goals, and struggling to achieve them. A heartwarming book for horse lovers of all ages, focusing on a young girl and her struggle to find the passion in her life. For more info, visit [www.bettybriggs.com](http://www.bettybriggs.com)

**Can I Just Be Me** by Rolanda McCowan is the tale of a sixth grader who is trying to make sense of life's changes, the divorce of her parents, changes in her body, and decisions on being and doing what she likes to do. She is trying to learn the consequences of the decisions that she makes. For more information, visit on the web at [www.outskirtspress.com/canijustbeme](http://www.outskirtspress.com/canijustbeme)

**Golden Quest** by John Warner is about a boring 1990 magazine assignment that unexpectedly makes Raymond Barton, his English fiancée and German ex-lover, prey to secret multinational agencies. The trio resolve to recover buried Nazi gold, but discover terrible secrets and a plot to kill millions in a quest for world domination. For more information visit on the web at [www.iltbynproductions.com](http://www.iltbynproductions.com)

**Consumed** by Michael W. Bugni is a high energy free-fall through the twisted inner sanctums of Seattle's high tech elite. In the course of an average week, Les McKee might experience enough greed and duplicity to fuel a third world coup. Broken and battered clients drifted in and out of his office. Cheating spouses were commonplace for him, though in the case of Beverly and Byron's marriage it was not another woman, but the intoxicating power of an online world gone mad. For more info, visit [www.consumedthebook.com](http://www.consumedthebook.com)

**From Tears to Triumph: My Journey to The House of Hope** by Linda Bello-Ruiz is the story of 19 year old Linda who meets a handsome stranger who changes the course of her life. Her desperate cry for help brings a spiritual awakening, a two year life-molding adventure with the controversial Children of God commune, and her decision to escape to Costa Rica where she helps others change their lives. More info at [www.lindabelloruiz.com](http://www.lindabelloruiz.com)

**Finding Hope in Texas** by Ryan Petty is the story of Hope Kilpatrick, who lost her family in a horrible car accident just before Christmas. She leaves the haunting memories of her New York home to escape to Texas with an estranged aunt that is her only family. The book deals with the tragedy of loss, the struggles of teenage life, and finding someone who will help her to discover how to live again. For more info, visit [ryanpettybooks.com](http://ryanpettybooks.com)

**Retribution** by A.J. Scudiere is about Will and Diana Kincaid, who have left their pasts behind to change their identities. When the body of a mafia leader turns up in her district, Diana is forced to take a hard look at how well she has or hasn't covered her tracks. It turns out, no matter what she does, it isn't good enough. For more info, visit [www.ReadAJS.com](http://www.ReadAJS.com)

**About Time** by Michael Murphey tells the story of three primary Travelers assigned to explore time. The scientists discover that rather than journeying into the past of our planet, the law of physics place them into the past of parallel universes. They must confront the ethics of their mission at a time when corporate scheming makes expendable anyone who threatens corporate interests. For more info, visit [www.michaelmurpheyabouttime.com](http://www.michaelmurpheyabouttime.com)

**Hannah's Voice** by Robb Grindstaff features six year old Hannah, whose brutal honesty is mistaken for lying so she stops speaking. Her family, her community, and eventually the entire nation struggle to find meaning in her silence. School officials suspect abuse. Church members are divided, either she has a message from God or is possessed by a demon. For more info, visit <http://evolvedpub.com>

**Cry Wolf** by Karen Fuller is the story of Amanda Archer who is on the fast track to success. At 25, she has everything she's ever wanted, until she meets Marco. Then suddenly her life spins out of control. Marco has a secret that few know about and live to tell. He is a wolf. He tells her about fate, destiny and her obligations. For more info, visit [www.karenfullerauthor.com](http://www.karenfullerauthor.com)

**Death For a Starter** by Percy W. Chattey is a story set in the 1800's describing the events of the O'Dowd family, who flee from their native Ireland escaping from the horrors of the potato famine. In their haste to leave, they are involved in a dreadful deed. Will they ever be able to put it behind the, as they build a new life? More info at [www.percychatteybooks.com](http://www.percychatteybooks.com)

**Tempus** by Holly Lauren is the story of Chapel Ryan. After being hallucination-free for three years, Chapel finds herself facedown on her English classroom's floor. When she looks up, everyone around her is suspended in animation. As she tears herself back to reality, a strange thing happens and Chapel's grip on her life has slipped and with it, the assurance that what she is experiencing isn't real. For more info, visit [www.gmtapublishing.com](http://www.gmtapublishing.com)

**Crash Course in Family History** by Paul Larsen is a high quality coffee table book featuring exciting, easy ways to connect to your ancestors. Discover how to use Family Search Family Tree, find lost living relatives, share family photos, locate the top 10 websites to search, get free genealogy records and much more. Gain a greater appreciation of your heritage. More info at [www.EasyFamilyHistory.com](http://www.EasyFamilyHistory.com)

**Lady Justice and the Organ Traders** by Robert Thornhill is about Walt, who gets involved in the clandestine world of a Kansas City organ trader ring. He is determined to bring justice to the bootleggers who purchase body parts from the disadvantaged and sell them to people with means. For more information, visit <http://booksbybob.com>

**Second Best** by Charmaine Pauls is the story of Molly, who survives the secret horrors of an industrial school. A tough and troubled woman who has vowed never to love anyone enough to be vulnerable. She meets Malcolm during a politically turbulent time in South Africa. This tender tale unveils the scars of the human soul and the road that leads to healing. For more info, visit [www.chamainepauls.com](http://www.chamainepauls.com)

**Lucy's Magical Five Leaf Clover** by A.J. Grace is the story of Lucy who lives along the coastal meadows of Ireland. Her birthday is coming up and in order for her wish to come true she must find a magical five leaf clover. On her journey, she encounters a leprechaun who is waiting for a rainbow to form. Beautiful illustrations. More info at [www.agepublishing.com](http://www.agepublishing.com)

**I'm Free! Techniques to Bypass the Mind and Free the Soul** by Dr. Mushtaq H. Jaafri takes readers on a journey toward enlightenment with easy to understand techniques that can be implemented quickly. Discover this new approach to spirituality and feel a complete fullness like you have never experienced before. For more information, visit on the web at [www.IAMFREEINSOUL.com](http://www.IAMFREEINSOUL.com)

## Passive Marketing: 9 Powerful No-Cost Ways To Help Boost Book Sales by Joseph C Kunz, Jr

There are two main ways of marketing your books: "passive marketing" and "active marketing". Basically, all marketing efforts fall into one of these two categories. Passive marketing generally includes all the seemingly small, static, subtle ways that we attract readers. This involves marketing efforts that reach people whether they know it or not. Active marketing generally includes all the larger, splashier, and more expensive ways that we attract readers. This involves marketing efforts that are much more obvious, and people know right away that they are being marketed to.

Here is a quick discussion of some very powerful no-cost passive marketing ideas that will help you prolong your books sales.

### 1. Updating Your Online Content

Any online documents that you sell or offer for free, must be kept up-to-date and free of errors. Also make sure that your bio information and book information inside these documents is kept up to date.

### 2. Updating/Adding To Your Blog

You can never stop adding relevant content to your blog. Keeping your blog updated with new information will help your blog move up in the search engine rankings. Also make sure that you keep re-reading your older blog content, always looking to improve or fix them.

### 3. Email Signature

An email signature should be inserted at the end of every email that you send out. In it you can include a short bio about yourself.

You can also include links to your blog, your book's website, your LinkedIn profile, and your Amazon profile.

You can also include your photo, and a picture of your books, etc.

### 4. Account/Profile Settings

At any website that lets you include a personal profile, make sure that you mention your blog and your book. Offer a free download or sample chapter as an inducement to get the reader to check-out your blog and book.

### 5. Update/Improve/ Change Book Cover

A new and updated cover can very quickly give your book a new life. If you are creative, and have a good eye, you can do this by yourself for free. But if you have a few hundred bucks, you should hire someone to do it for you.

### 6. Re-Edit Book Content

You must never stop improving the content of your book. Keep searching for grammar mistakes, spelling mistakes, and factual mistakes. Mistakes of any kind can hurt your reputation, your brand, and your credibility, in the eyes of your readers.

### 7. Get More/Better Book Blurbs And Quotes

Get as many blurbs and quotes that you can get. Never stop asking for them from your readers and other industry insiders. Make sure that you display the best ones on your blog and inside your book.

### 8. Get More Book Reviews

Generally, you should not pay for book reviews. But, with some effort, you should be able to get your readers, and industry insiders, to review your book.

### 9. Add An Advertisement For Your Other Publications

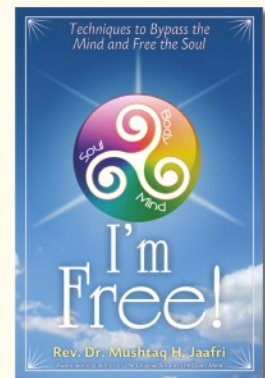
This simply means that you should mention your blogs and publications inside everything that you publish. If you give away, or sell, individual short stories, make sure that you mention

your other short stories, or your book of short stories, or novel, at the end of each and every individual short story that you sell.

## Conclusion

Although all of these tips are simple and no-cost, they are highly effective. This is because they can be seen over and over again all over the internet. Repetition is the key here. Every time someone sees your name on the internet, along with your blog's name, and your book's title, your brand builds a little bit more momentum and credibility. This will certainly keep your book sales moving, even in times when your active marketing efforts slow down.

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**Learn How To Market Online Like The Pros!**

## Top 8 Benefits of Email Marketing for Writers

by Gioya McRae

So you've written your book. Now what? How do you let the world know about your masterpiece? An author needs not only to reach the masses, but to stay in their minds. How do we do that?

Sending newsletters is a great way to inform and update your audience. I use newsletters to share writing and publishing tips, as well as to promote upcoming events and new books with my readers. You can benefit from email marketing in the following ways:

**Build a Following.** Authors need a following. One of the best ways to connect with your audience is through email marketing. Even before your book is published, you should create a buzz about your work by sharing excerpts and talking about your writing journey.

Reach Thousands  
of Book Buyers  
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**Reach Out Quickly.** Share new developments as soon as they happen. If you are planning a book launch party, tell your readers to stay tuned for details. If your books have just become available on Amazon.com, let people know!

**Use a Personal Approach.** Readers like to know that you're thinking of them when you're sharing information. Most email marketing systems like Constant Contact and AWeber insert the reader's name into the email salutation. You can also set up different subscriber lists for different categories of writing. For example, if you write history books and also science fiction, you can send targeted emails to fiction and nonfiction readers.

**Reach Customers Regularly.** Email newsletters can be scheduled ahead of time. I find it most efficient to create a few months of newsletters in one evening and then schedule them to go out at regular intervals. You won't have to write newsletters every week. Just do it all in one night!

**Drive People to Your Website.** By including links to your website or blog, you drive targeted traffic to your products and services.

**Stay in Your Readers' Minds.** Keep your name, your books and your logo in the forefront by sending regular emails about your upcoming work, your book signings, your common inter-

ests. When your next book is published, they'll remember you.

**Check Your Results.** Email marketing systems track your results, such as how many contacts opened your email and how many email addresses bounced. You can see which of your emails got the most response and use that as a guide for future email creation.

**Easy Templates.** Email marketing systems have an assortment of customizable templates for your use. You don't have to start from scratch. The professional looking templates let your talent shine!

Whether you use Constant Contact, AWeber or another service, email marketing is a proven marketing channel. Keep your customers engaged, promote sales and build a fan base. Create your email campaign today!

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Gioya McRae, Certified Creativity Coach, founded Mocha Mind Communications: Coaching for Write-Brained People. She coaches people in writing and self-publishing on the web at <http://mochamind.com>

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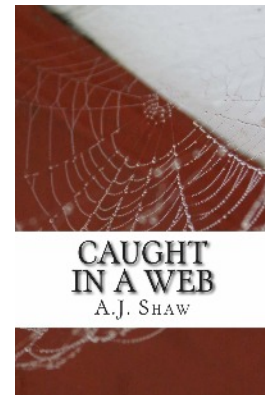
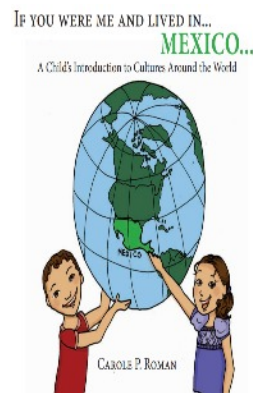
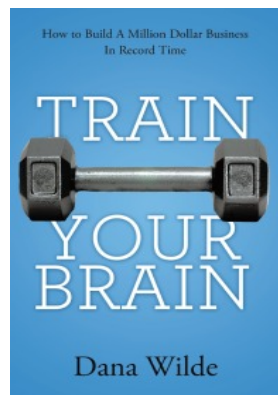
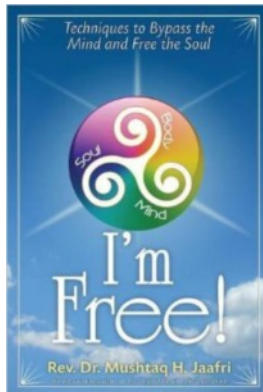
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