



Vol. 45 No. 2 Fall 2023

# Book Dealers World

National Association of Book Entrepreneurs

**Summer 2023  
Pinnacle Book  
Achievement Award  
Winners**

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Paula Brand, author of "The Purple Parachute: A Woman's Guide to Navigating the Winds of Career Change" a Pinnacle Book Achievement Award winner. Read her Publishers Profile on page 3.

# From The Editor's Desk



Dear Friends,

In the Northwest here, we are surrounded by fires and smoke all around us. California just had a hurricane that is flooding many areas of the state. In beautiful Maui, a wind swept fire burned the historic town of Lahaina down. Everywhere you look climate change is affecting the whole world. Let us hope that we can get a handle on these problems soon so we can provide a future for our young people.

This issue of **BDW** spotlights our Summer 2023 Pinnacle Book Achievement Award Winners., Featuring many of our wonderful members and their fine books. Take a little break out of your day to spend time reading and relaxing with a favorite book. Discover some new titles and authors you will enjoy. Check out some of our wonderful entries and new authors today. Let your imagination soar to a different era or place. We really need to at this time.

In this issue our articles include "Six Steps for Getting National Media Coverage" by L. Drew Garber, "How to Approach Book Clubs As An Author" by Philip Kinsher, "7 Ways to Use Audio to Increase Your Web and Email Sales" by Alexandria Brown, "Why Writers Conferences are Crucial to Your Author Success" by Penny Sansevieri and "How to Get Bookstore Placement for Your Self-Published Book by Stephanie Chandler, plus much more.

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 Achievement Award eligibility.

Have a wonderful Fall and holiday season and enjoy many get-togethers with your family and friends.

Al Galasso, NABE

## BOOK DEALERS WORLD

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Our 43rd Year

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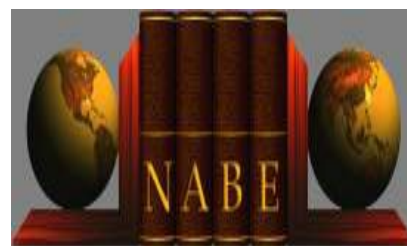
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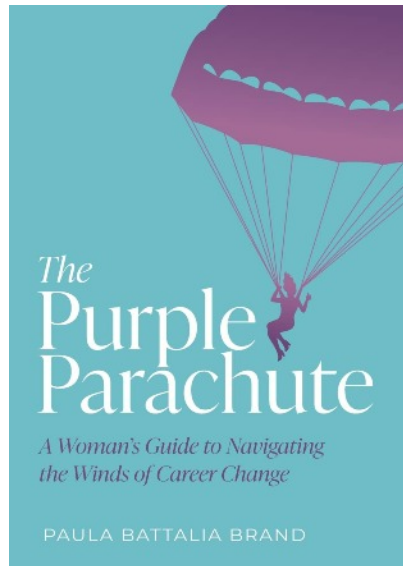


**Paula Brand  
Author of  
"The Purple Parachute"**

Combining her expertise in career counseling, LinkedIn, human resources, workforce development and training facilitation, Paula Brand has inspired thousands of professionals to take charge of their careers. Founder of Brand Career Management, she is a Global Career Coach & Consultant, LinkedIn Expert, Speaker, Trainer and Facilitator with a background in human resources, workforce development, training and career counseling.

She speaks to groups and provides individual career coaching on using LinkedIn effectively, managing a successful career and navigating through career transitions with a focus on empowering mid-career women to achieve career bliss.

Paula wrote her Pinnacle Award winning book, "The Purple Parachute: A Woman's Guide to Navigating the Winds of Career Change" in order to help mid-career women succeed in the workplace and level the playing field.



But she received feedback from colleagues that the book's foundational concepts could be used by any gender and at any age.

The DIY manual walks readers through a step-by-step process to learn about themselves as they move through the career transition process.

It introduces the A.S.T.E.R. Career Model to guide professionals through the phases of their careers with advice on what to do at each step of the way. A.S.T.E.R. stands for Assess, Seek, Test, Execute and Repeat.

The book includes many activities for individuals and groups so if you run a job club or a women's book club, it could be very useful for your group.

"I wrote the book to demystify career management and job search," says Paula.

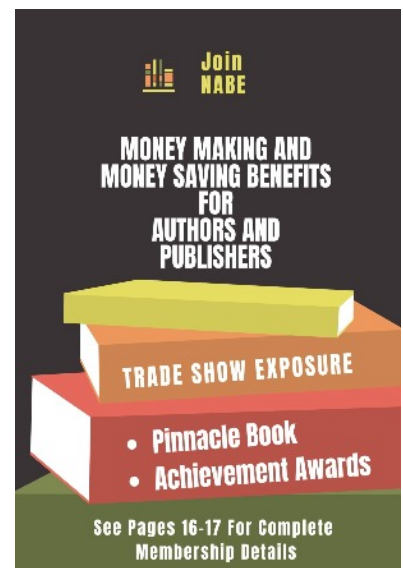
"I learned from my late dad (an executive recruiter who started his own firm in New York City many years ago) that career common sense is not common to most people."

Here is what people are saying about "The Purple Parachute"

"This book provides a wealth of resources for women going through career transitions. If you want to reinvent yourself, read this book!" Dorie Clark, Wall Street Journal best selling author of "The Long Game" and "Reinventing You", and executive education faculty, Duke University Fuqua School of Business.

"The Purple Parachute provides the process needed in today's post-COVID world to secure employment. No one said that securing a new job would be easy, but with this resource, women looking for a new job will find everything they need to put their best foot forward as they pursue a new job. It's a must-read for every woman of any age." Hannah Morgan, job search strategist, founder of Career Sherpa.net, and author of The Infographic Resume.

For more information about Paula Brand and "The Purple Parachute," check out her informative website [www.brandcareermanagement.com/](http://www.brandcareermanagement.com/) Ask for dealer information if you wish to carry this award winning title.



## How to Get Bookstore Placement for Your Self-Published Book And How Retail Book Distribution Works

By Stephanie Chandler

You're certainly not alone if you want to get your book placed in bookstores. This is a goal for many authors, and it's not impossible. But there are some details you need to know bookstore distribution for self-published authors

### How Book Distribution Works

Books are placed in brick-and-mortar bookstores by book distributors. As a self-published author, you can apply to work with a book distributor. But book distribution comes with a hefty price tag.

Distributors typically take 70% to 75% of your book's retail price, leaving little room for profit. They need to pass on a discount to retailers, and the distributors need to get their cut. You will likely need to print, ship and store hundreds or even thousands of books, which comes with a substantial investment before you even get started. Distributors may provide warehousing services, but they aren't free. Your books will pay rent to live there until they are sold and moved to their new retail home.

When a distributor convinces store buyers to carry your books, it's a big accomplish-

ment! But it's not exactly a pot of gold at the end of a rainbow.

### Accepting Dreaded Bookstore Returns

Once your books hit bookstore shelves, they need to sell briskly. This means you should be working in the background to generate publicity and inspire masses of people to go out to buy your book. If books don't sell well within about 60 days, you will likely find yourself having to accept huge quantities of returns.

The bookstore industry operates based on returns. If a book doesn't sell well, all copies are pulled from store shelves and sent back for a refund. There are simply too many titles competing for shelf space. Returned books can be tossed carelessly into shipping boxes and can come back damaged. But you still must issue the refund, even though you may be stuck with inventory that is too damaged to sell.

Yes, this is the harsh reality of bookstore distribution. And it's one of the only industries that expects to receive full refunds. When a retailer like Macy's doesn't sell out of a line of jeans, they don't get to ship them back to the manufacturer. They sell them off to discount retailers like Marshall's and TJ-Maxx. Unfortunately, the bookstore industry is a different animal.

Is Bookstore Distribution Worthwhile?

While seeing your book on store shelves can bring a sense of accomplishment, it is not a true marker of success. The reality is that most book sales today happen online. While nobody knows the exact statistics, it has been estimated that 70% of all book sales happen through Amazon.

Sadly, physical bookstores don't have as much clout as they used to. (And I'm speaking to you as a former bookstore owner.) The one major advantage that a brick-and-mortar bookstore brings to the table is that sales are likely reported to the New York Times Bestsellers lists (though not all stores report sales). Amazon sales are not factored into these lists. But it takes a tremendous amount of publicity to generate enough sales to make a dent in the list so either way, it's an uphill climb.

Just as publishers are selective about the manuscripts they acquire for book deals, distributors are choosy about the books they accept. They need to be confident that a book will sell well, otherwise they lose money too. If you think about it in terms of business, everyone is just trying to make a profit.

If you're not scared off yet, you can apply to work with book distributors (see list of book distributors here). Keep reading for some additional options.



Submit Directly to Barnes and Noble for Consideration

There is a process you can follow to submit your book for potential placement at Barnes and Noble. Your book must have the following:

**ISBN** – All bookstores require an International Standard Book Number, which you can acquire here. Be sure to avoid using the free numbers offered by print services because this screams self-published, especially if it comes from Amazon. BN doesn't want anything to do with Amazon publishing.

**Barcode** – These are used for scanning and inventory purposes. Many print services will help you create one for free (including Lulu and Ingramspark). You can also create them through the ISBN agency. Your barcode should have the ISBN and retail price embedded into it, and retail price should be printed next to it as well.

**Spine** – Because books are shelved spine-out, you are required to have your title and author name on the spine.

**Distribution** – Your book must be listed with a distributor and if it's available through Ingram with a 55% discount and accepting returns, that should be sufficient.

**Publicity Plan** – Yes, they want to see your full marketing plan and links to any articles or publicity you've received.

**Pricing** – Your book needs to be priced competitively with other books in your genre.

**Positioning Statement** – Explain what makes your book unique and why the retailer needs it on their shelves.

**Professional Production** – Your book needs to be fully edited, have an eye-catching cover, and have all the elements of a professionally designed book (title page, BISAC codes, chapters starting on the right, etc.).

You can see the full process and submission guidelines for getting your book shelved at Barnes and Noble here.

#### Alternative: Create Demand

If you put your marketing wheels in motion and generate enough interest, buyers will start asking for your book in stores. When this happens often enough, retailers will notice and seek you out when they are ready to buy in large quantities. They will still require your books be available through a distributor, but if your book is available through Ingram, that may be enough (provided you've set a retail discount of 55% and accept returns). Bookstores may also ask you to work with their favorite distributor, and then you're back to giving up 75% of your retail price so everyone gets paid.

#### Start Local

Independent bookstores and some Barnes and Noble stores will accept a few copies of your book for sale, often on a consignment basis. You can walk into any store and ask to speak with a manager. If you're able to get traction for sales in a single store, this can create leverage to convince other stores to carry them too. But you must begin by reaching out directly to one store at a time.

#### Focus on Online Sales

After reading all these guidelines, you may feel discouraged by what you've learned here. You're not alone. Many new authors have no

idea how much work is involved in not only publishing and marketing their books, but in getting retail placement. But this isn't the only path to success.

Keep in mind that not every book is right for bookstore placement. If you have a niche title, such as a book for medical doctors or a highly technical manual used only by technologists, bookstores probably aren't where your target audience is spending time. You will likely get better results by focusing on online sales, and perhaps placement with specialty stores or trade associations.

I recommend focusing on selling online. It's where most of us buy our books anyway. Grow your platform online by finding out where your audience spends time and connecting with them there.

Like it or not, traditional book industry success often comes back to platform. When you build a larger audience, you create more opportunities for your book. If your goal is to sell thousands of copies, let this motivate you to focus on building your platform while you leverage online marketing strategies and speaking engagements to sell books. With consistent effort, you can create success for your book on your terms.

Like this article? You will find more resources and support when you join the Nonfiction Authors Association on the web at [www.nonfictionauthorsassociation.com](http://www.nonfictionauthorsassociation.com)



## Six Steps for Getting National Media Coverage

by L. Drew Gerber

Getting national media coverage in top print, broadcast, or online media can boost your business in ways that are hard to imagine.

A single placement in a glossy national magazine is worth tens of thousands of dollars – sometimes a lot more – and not just in the value of ad space in the publication. Getting covered by national media lends a level of credibility, prestige, and buzz that money can't buy.

At Wasabi Publicity Inc., we sent out a pitch that landed author Dr. Jill Murray on Dr. Phil's TV show less than eight hours after she had signed up as a client. Within one week, that same pitch also got her coverage with CNN Weekend News, Issues with Jane Velez Mitchell, and 20/20, as well as interviews with syndicated radio shows and several magazine articles. Sales rankings of Dr. Jill's newest book *But He Never Hit Me* shot up to number 16 on Amazon.com and number 23 on Barnes & Noble within hours of her Dr. Phil appearance.

Despite the enormous value of national publicity, many business owners and entrepreneurs don't understand how to go about attracting the media's attention. It's not complicated if you follow these six basic steps:

**Brand your message.** Be crystal clear about WHO you are, WHAT makes you unique and WHY the media should care. Assure you have a consistent message by having all your press materials ready before the press calls. A great way to do this is to get an online press kit.

We created a technology, Online Press Kits 24/7, which allows people to create press kits simply and easily

without any special technical knowledge. More than 90% of journalists prefer to get their information online; therefore, having an online press kit is crucial to giving them the facts they need to cover you, your product, service or business.

**Develop your pitch.** Pretend you are in an elevator with Anderson Cooper and you have 30 seconds to tell him why he should have you on his CNN show. Your pitch should be concise, reflect your passion and stress what makes you unique. As PR professionals we have found that short pitches are often more effective for getting the media's attention than long press releases.

**Find the media:** The Internet provides countless ways to research media that may be interested in you.

Pitchrate.com is a free service we created to connect media and sources. It's similar to others such as HARO and Reporter Connection.

**Watch your favorite show** and find out the producer's name from the credits, or read your favorite newspapers and magazines to find out who covers your topic area. When you contact reporters, compliment their work to let them know you have taken the time to research.

**Respond immediately.** When the media calls or emails expressing interest in covering you, respond immediately! Reporters usually work on very tight deadlines, so the sources that respond fastest with the most concise and useful information are most likely to get covered.

**Be prepared.** Thoroughly prepare for your interview. Decide what you want to say and practice saying it in short, concise sound bites. This is where professional media coaching can be valuable, since many people have had little experience in front of cameras and microphones.

Keep it simple. Try practicing what you plan to say in front of an 8-year-old. Really! If you do this and the child can repeat back to you what you have said, you know that you're communicating in a way that's easy to understand.

So remember: brand your message, hone your pitch, find your media and give them what they need to make interviewing you interesting and rewarding.

That brings us to a final piece of most important advice: focus on what the reporter needs and how you can provide content that is useful to their audience, rather than hard-selling yourself or your product. Remember, you are getting great publicity for free, and pay it forward!

Here is Drew Gerber's One-Sheet for Publicity

About the Author

For 30 years, L. Drew Gerber has been inspiring those who want to change the world. As the CEO of Wasabi Publicity, lauded by the likes of PR Week and Good Morning America, he sparks "aha" conversations that lead to personal and business success.

His PR firm is known for landing clients on Dr. Phil, Oprah, Anderson Cooper, the Wall Street Journal, Inc., Entrepreneur, and other top media outlets.

Wasabi Publicity lives to launch conversations that make a difference and change the world.

You can contact Drew at AskDrew@PublicityResults.com or visit his informative blog at <https://www.DestinationAha.com>

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**Final Deadline: December 20, 2023**  
 See Next Page For Publishers Preview

## Passion & Wit

A Love and Laugh Journey From the Polar Circle to the Heat of Rio de Janeiro

Jose Carlos Eiras

2536 Golf View Drive, Weston, FL 33327 Tel: 954-662-0088

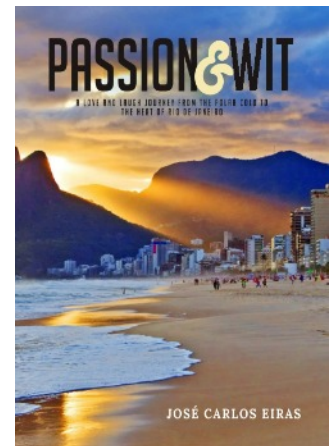
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## The F Book: 7 Fs To Creating Your Fantastic Future

Lynn Rae

6 William Curtis Circle, Newmarket, Ontario, Canada <L3Y8L7>

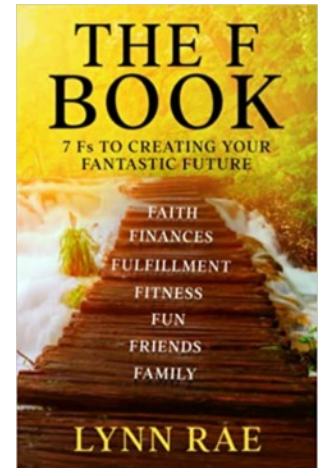
Tel: 905-898-0727 E-Mail: [lynn@myjourneybacktomysself.ca](mailto:lynn@myjourneybacktomysself.ca)

Web: <https://myjourneybacktomysself.ca/the-f-book>

Author and Inspirational Speaker Lynn Rae shares her coping strategies for living with bipolar disorder and how she learned to be a productive, thriving member of society. In The F Book: 7 Fs to Creating Your Fantastic Future. Lynn outlines how incorporating the 7 Fs: Family, Friends, Fun, Fitness, Fulfillment, Finances and Faith, will lead to a happier, healthier, more joy-filled life.

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## The Blue Scarab

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## Sweet Potato

Susan Marie Chapman Canoe Tree Press  
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E-Mail: [susanmariechapman@gmail.com](mailto:susanmariechapman@gmail.com)  
Web Site: [www.SusanMarieChapman.com](http://www.SusanMarieChapman.com)

Sweet Potato is an adorable little baby girl screech owl. She is called Sweet Potato because she loves sweet potatoes and her feathers are a burnt orange color just like a sweet potato. She lives with her parents and two brothers in Flamingo Park. Her parents tell her that owls are meat eaters and that she is supposed to sleep all day and play all night. But, Sweet Potato has other plans.

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## Four Legged Heroes: The Mama Magina Books

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## Nightshades of New Orleans

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From award-winning author, James Quinn, comes this edge-of-your-seat suspense thriller. A gilt edged novel portraying dynastic Southern families involving vampires and a serial killer investigation during Mardi Gras. New Orleans' colorful history, including notorious hauntings and mayhem, is vividly interwoven in the plot. The novel's horrifying suspense and compelling drama, containing diabolical twists and turns, makes for a horrific and engaging read up to the story's dramatic ending.

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## The 3 Secret Skills of Top Performers

### Powerful Lessons in Transformational Leadership

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## Life Beyond #MeToo:

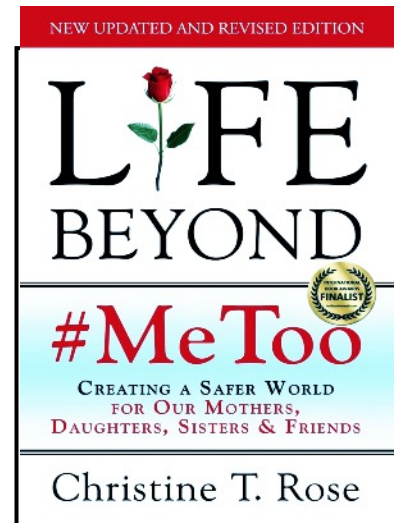
### Creating a Safer World For Our Mothers, Daughters, Sisters & Friends

Christine T Rose Redemption Press 1602 Cole St, Enumclaw, WA 98022  
Phone 425-326-9855 E-Mail: [cr@coachchristinrose.com](mailto:cr@coachchristinrose.com)  
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Winter 2022 Pinnacle Book Awards Top Women's Interest Book, 2021 International Book Awards Finalist for Best New Nonfiction.

...Full of engaging stories and great data, very interesting with timely information about what needs to happen for all women to be empowered...Managers and leaders should all be required to read this book. I couldn't put it down!"  
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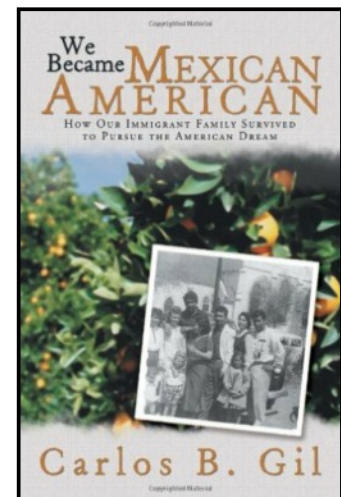
## We Became Mexican-American

### How Our Immigrant Family Survived to Pursue the American Dream

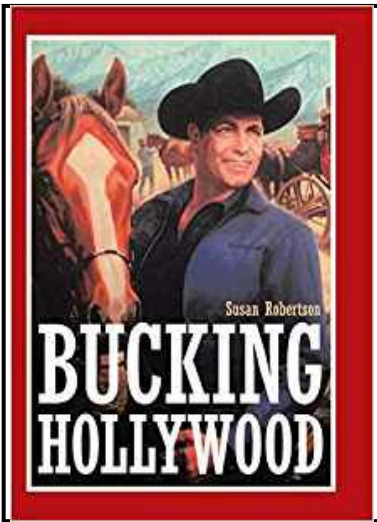
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Based on recorded memoirs, Carlos B. Gil narrates how his parents emigrated from Mexico to southern California in the 1920s. His award-winning publications tells the story of Mexican immigration from the point of view of his own family. He also unveils the cultural conflicts connected with raising children in a new society, and how the "Mexican" Gil children became Mexican American.

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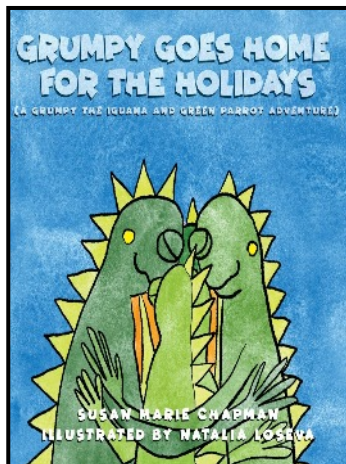


## Bucking Hollywood

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Telephone: 405-706-3704  
E-Mail: [larruping@aol.com](mailto:larruping@aol.com)

My husband was Dale Robertson a very famous and talented actor who starred in many films, mostly in the 1950's. Also starred in Western Series during the golden era of the TV Western, one of the most popular genres ever produced for the small screen. Every network had numerous westerns on the air, ranging from children's Saturday afternoon fare to adult prime time dramas. At one time over thirty-two hours of western entertainment were available on the three networks!

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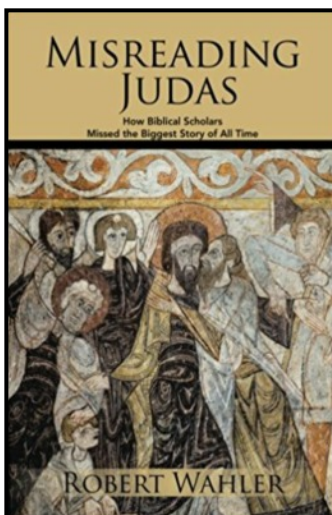


## Grumpy Goes Home For The Holidays

Susan Marie Chapman Canoe Tree Press  
900 8th Ave S #204 Naples, FL 34102  
Phone: 215-290-3037  
E-Mail: [susanmariechapman@gmail.com](mailto:susanmariechapman@gmail.com)  
Web Site: [www.SusanMarieChapman.com](http://www.SusanMarieChapman.com)

Grumpy the Iguana has decided to surprise his family for Christmas. It has been many years since he has seen his mom, dad and his little sister but how was he going to get there? Green Parrot has a plan and helps Grumpy get a bus ticket. Mr. Squirrel makes sure Grumpy has the perfect gifts to take with him. This is a heartwarming Holiday story about learning what is the most important Christmas gift of all.

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## Misreading Judas

How Biblical Scholars Missed The Biggest Stories of All Time  
Robert Wahler, Authorhouse  
1738 Braddock Ct. San Jose, CA 95125  
Phone: 808.896.6203 E-Mail: [judaswasjames@aol.com](mailto:judaswasjames@aol.com)  
Web: [www.judaswasjames.com](http://www.judaswasjames.com)

In 2006, National Geographic Society misreported the discovery of the gnostic Gospel of Judas. Biased biblical scholars chosen by NGS to analyze it missed that gnostic JUDAS – not Jesus! – is the enigmatic "man who bears me" sacrificed at the climax. The Nag Hammadi Apocalypses prove Judas was a cover for James, an invention to hide his succession in the biblical Jesus Christ 'Betrayal of Christ' story as traitor, not successor savior Jesus Christ.

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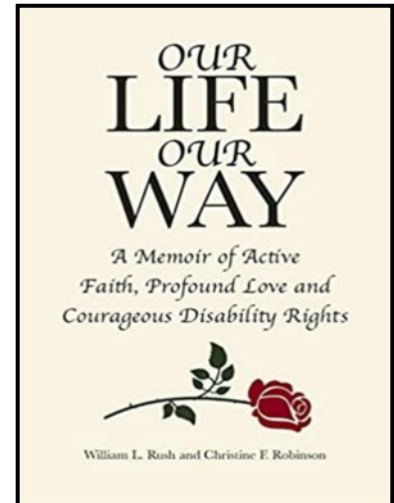
E-Mail: [chris.robinson@selfregclinic.com](mailto:chris.robinson@selfregclinic.com)

Web: [www.ourlifeourway.ca](http://www.ourlifeourway.ca)

A Memoir of Active Faith, Profound Love, and Courageous Disability Rights explores an extraordinary love story grown out of engagement with both disability rights advocacy and Christian faith communities. This important memoir contains thoughtful, often-entertaining, and sometimes heart-wrenching anecdotes of a couple's journey to create their profoundly intimate relationship and Christian marriage, in a world not yet ready for them.

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## The Stitchin

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*The Stitchin is the mind-bending thriller of teenager Sam Yates and his brother ensnared in the illicit and death-defying goings on of an elite and survivalist cult. When detective Sarah Silver gets embroiled in a standard case, the paths of the Yates brothers, the cult and this dogged detective cross. With the challenges the brothers face intensifying, will the truth be uncovered before it's too late?*

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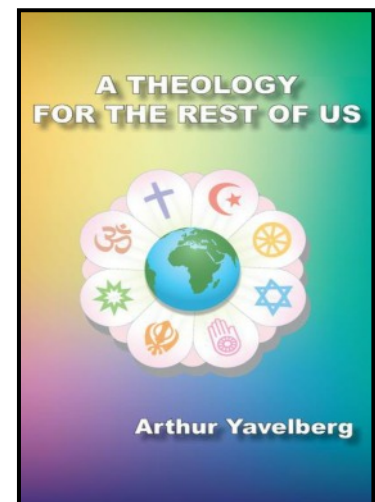
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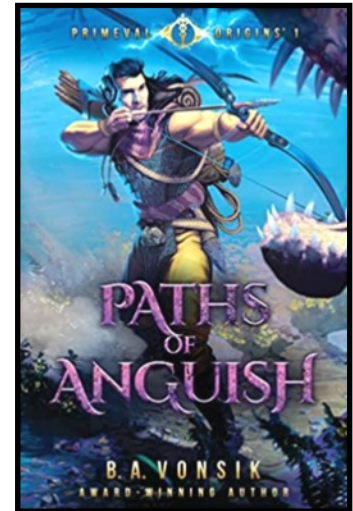
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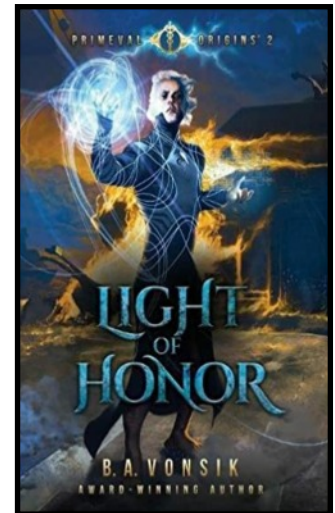
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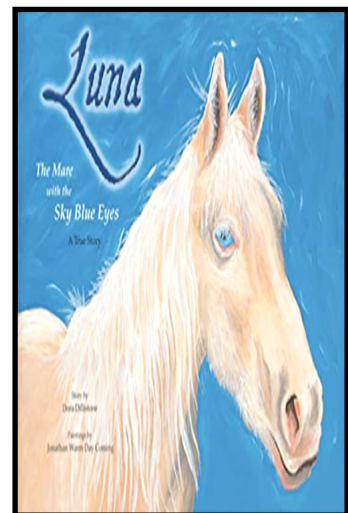
She learns the legends of long-ago civilizations are entwined with our future. They grew up battling deadly dinosaurs, monsters of making, and ancient evils. When their lifelines intersect, the battle between the primeval forces of good and evil transforms maliciously! Can Nikki, Rogaan, Aren, and Ezerus survive humanity's genesis as they discover humanity's spark and the creation of our angelic heralds of Revelations deciding the destinies of our Eternal Souls?

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# Luna, The Mare With the Sky Blue Eyes

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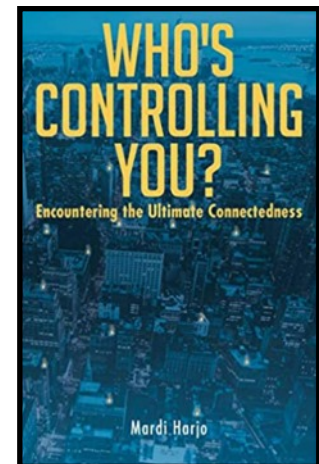


"Luna, The Mare with the Sky Blue Eyes" is the story of a young mare nearly forgotten and left behind and those who saved her. Luna represents everyone who has ever felt alone, hopeless and unloved. The story contains elements of hope and success through work, determination, friendship and love and that we are all unique with special talents. Luna's story is for everyone who loves horses, real and imaginary.

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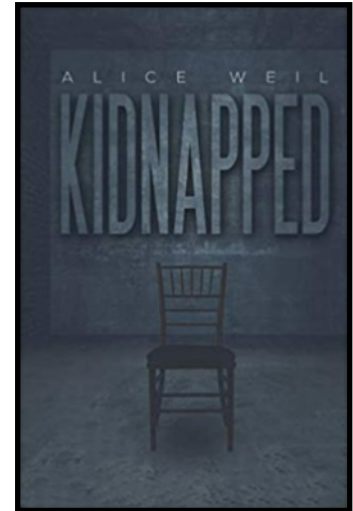


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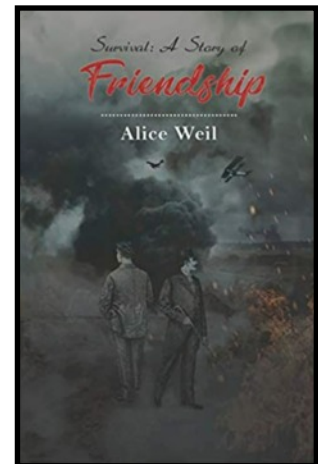
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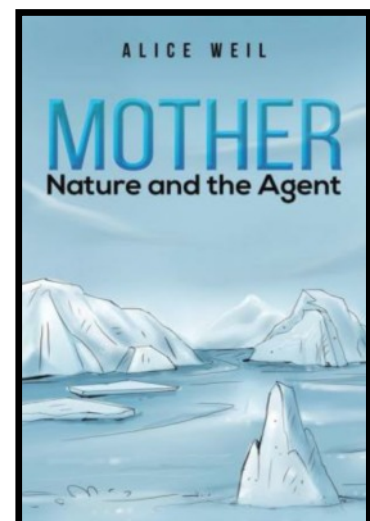
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**Q:** What is the National Association of Book Entrepreneurs?

**A:** It is an international book marketing organization, started in 1980, to help independent publishers promote and market their books through a variety of unique and cost-effective marketing channels. Over the past 37 years, our members have sold millions of dollars worth of books.

**Q:** How is NABE different from other associations?

**A:** NABE provides personalized service to our members. It bridges the gap between the publisher and the marketplace. NABE specializes in all phases of book marketing: trade shows, mail order, publicity channels, the internet, premium areas, gift sales and more. All sales made through NABE go directly to you. We help you and your distributors reach the public with your book or product at a cost you can afford.

**Q:** What about **Book Dealers World**? How often is it published and what kind of prospects does it reach?

**A:** **Book Dealers World** is published three times annually. It reaches 10,000 book buyers including bookstores from all over the country, book distributors, gift shops, premium channels, catalog firms, trade show attendees, libraries and publishers.

**Q:** What type of marketing opportunities does NABE offer?

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**Q:** What does a membership in NABE cost?

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## 7 Ways to Use Audio to Increase Your Web and Email Sales

by Alexandria Brown

Have you thought about adding audio to your website yet? You should. While great copy does a good job of selling your services and products, audio will amplify the effect of your words.

Audio gives you a more personal connection with your Web visitors. Social psychologists tell us that humans are more likely to trust you if they can both see you and hear you. And prospects are more likely to buy from those whom they feel they know, like, and trust.

So let's think about how you can build that instant rapport with your prospects (AND boost your subscribers and sales to boot)! What could you do with audio? There are unlimited possibilities of what can be done with audio on websites and in email, but here are seven simple ideas to get you started.

1. Greet Your Website Visitors. Welcome visitors to your website with your own voice. It's a much warmer welcome than text alone.

Important: Don't just say welcome (yawn). Drive them to taking action, like signing up for your free ezine or special report. (You can see EXACTLY how I do this at <http://www.EzineQueen.com>.)

2. Create an Audio Class or a Series of Audio Lessons. Audio learning is still hot! Teach your audience via your voice instead of just words on the page. Think about developing a series of mini-audio lessons for your prospects. You can see how I promote my FREE audio class at [EzineQueen.com](http://www.EzineQueen.com).

3. Share Your Interviews. If you don't have an interview clip already,

ask a friend or colleague to conduct a short, dynamic interview with you via phone. Record it and post it at your website. Or, do a series of interviews with other experts in your field and post them at your site.

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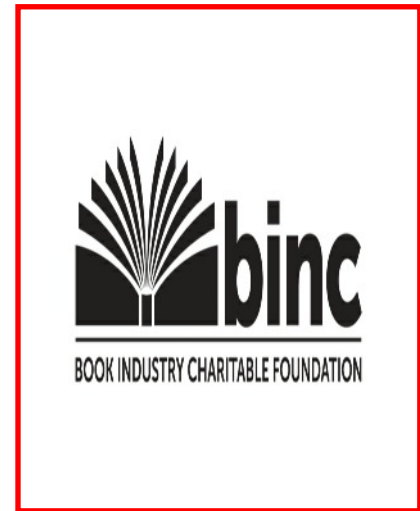
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## How to Approach Book Clubs as an Author

By Philip Kinsher

Book clubs are as popular as ever — for readers and authors alike. Readers enjoy them because they offer a social outlet focused on discussions about books they love. Authors value book clubs because they offer an active platform to connect with readers, generate buzz, and establish a base of book lovers who might spread the word about their books.

Book clubs connect readers who meet regularly — typically weekly or monthly — to discuss a selected book. These clubs usually consist of members who have a shared interest in particular genres, reading in general, and exploring diverse literary themes.

Traditionally, book clubs meet in person, though modern book clubs can take various forms, including virtual book clubs conducted via online platforms. Virtual book clubs enable individuals from different geographical locations to come together and engage in book discussions via video calls, chat groups, or dedicated websites. This digital transformation has expanded the reach and accessibility of book clubs, allowing more people to participate and share their thoughts on literature and connect socially over a common interest.

Book clubs offer obvious benefits for authors seeking to promote their books and connect with readers, including:

**Word-of-mouth promotion.** When book club members discover a book they love, they often recommend it to their friends, family, and colleagues outside of the club. These readers are more likely than most to become evangelists of authors or books they really enjoy.

**Influencer connections.** In the age of social media, book clubs have become influential platforms where readers share their favorite books, discuss literary trends, and showcase their reading experiences. By engaging with book club members and book

influencers on platforms like #BookTok or Instagram, authors can tap into new audiences and gain exposure to potential readers.

You don't have to wait and hope a book club will discover you — there are steps you can take to proactively contact and pitch to book clubs.

**Research your audience**

Obviously, not every book club is going to cater to your genre or style of book, so step one is understanding a particular club's preferences, reading habits, and interests. Research the genres that resonate with your target audience and identify book clubs that are most likely to want to read your book. Do online research to seek out book clubs that align with your topic and genre. By tailoring your approach to specific book clubs, you increase the chances of capturing their interest.

**Create a compelling pitch**

Craft a concise and compelling pitch that highlights the unique aspects of your book. Clearly state why your book will resonate with club members and spark engaging discussions. Emphasize the themes, characters, or plot elements that make your book stand out and evoke curiosity.

For example, if your book delves into thought-provoking ethical dilemmas, emphasize the potential for stimulating debates and differing opinions within the book club. Perhaps you could include an offer to address the club before or after they read your work to heighten interest and personal connection. Connect through email and social media

Once you have identified relevant book clubs, reach out to them through email. Introduce yourself as an author and express your interest in having your book considered for their reading list. Be genuine, personable, and demonstrate your understanding of their club's interests and goals.

Engaging with book clubs on social media platforms can also be effective. Participate in discussions related to books, share valuable insights, and

showcase your passion for literature. By building authentic connections with book club members, you can solidify their interest and potentially get your book on their agenda.

Make it easy for book clubs to access your book by providing reading resources such as discussion guides, author Q&A materials, or supplementary content related to your book's themes. These resources not only enrich the reading experience but can support or impact the book club's discussions.

Offering your book for free to book clubs can make a lot of sense, especially for new or independent authors looking to build a readership. By providing complimentary copies, you remove the financial barrier for book clubs to consider your work and increase the likelihood of them selecting your book for their reading list.

Before you promise free copies to every book club, weigh the potential benefits against the costs of giving away free copies. Consider the size and influence of the book club, the anticipated exposure your book will receive, and the potential for word-of-mouth recommendations. In some cases, the exposure and goodwill generated through book club discussions may outweigh the initial loss of revenue from free copies. Or perhaps you can barter a free book for an online book review from each of the book-club members.

You need books to connect with book clubs. Of course, to get selected as a book club's choice for the week, you need physical copies of your book ready and available. BookBaby is your go-to source for professional self-publishing packages and worldwide distribution to make certain your book gets in the hands of eager readers.





# BOOK DEALERS DIARY

**Follow His Lead** by Richard Lamotte is the story of Chuck who rushes home from college when his father falls ill and passes away. Bitterness over his loss is compounded by the frustration of being unable to afford a return to school. Rashly enlisting in the Army, Chuck decides to train as a scout dog handler, and in Vietnam, Chuck's deep resentment is erased by time spent with his devoted dog, Zeke, and happy-go-lucky roommate, Jonesy. For more info, visit [www.rlamotte.com](http://www.rlamotte.com)

Lyrical and captivating, **Home Is Within You** by Nadia Davis recounts the author's experience of trauma and addiction amid a highly publicized abusive relationship. Davis is brutally honest about her experiences and generous in revealing the paths she found to wholeness through spiritual advocacy, healthy co-parenting, and a dedication to preventing generational trauma. More info at [www.nadia-davis.com](http://www.nadia-davis.com)

**Jocelyn Learns To Dance** by Jocelyn E. Cox is loosely based on the writer's own experiences as a young dancer. Jocelyn spends her Saturday mornings waiting for her friends to finish their fun activities. One day, she finds an activity of her own and she is very excited. For more info, visit [www.JocelynECox.com](http://www.JocelynECox.com)

**Einstein: The Man and His Mind** by Gary S. Berger is a one-of-a-kind, hard-cover, 4.4 pound book with rarely-seen photos of Albert Einstein as well as of beautifully preserved letters, manuscripts, journals, and even equations written in Einstein's hand. Presents an unparalleled private collection of Einstein memorabilia and helps place in historical context his ideas about time, gravity, quantum theory, and cosmology. For more info, visit <https://einsteinthemanandhismind.net/>

**Leadership with a Servant's Heart** by Kevin Wayne Johnson's principle goal is to teach, coach, mentor and share several aspects of leading others by valuing and caring for them. While it is true that "...many will not remember what you say, but most will remember how you make them feel," the readers of this book will learn the truth of this emotion and how to effect change in their respective leadership styles. When leaders value and care for those that they are entrusted to lead, their influence increases exponentially. For info, visit <https://thejohnsonleadershipgroup.com/>

**Zen and the Art of Navigating College** by Peter Klein is a first-of-its-kind handbook for being prepared to get what you really NEED from the college experience—a path to discovering a greater purpose and the tools to achieve it. Learn how to select courses that will get you interviews with potential employers, and much more. For additional info, visit <https://peterkleinauthor.com>

**Eye To Eye, Heart To Heart** by Pamela Pech is a heartwarming tale based on the real lives of a prisoner and a rescue dog who both feel extremely sad and trapped in their own personal cages. When they work together in Pups on Parole, a program for dog training in prisons, they each find their second chance. Ben and Gabbi go from cell mates to soul mates as they show us how honest work, an effort to learn, and a deep love can outshine any past "mistakes." For more info, visit <https://discoveryofself.us/my-book/>

**Black on Madison Avenue** by Mark S. Robinson reveals the incredible experiences of a Black man who has spent 40+ years on Madison Avenue at some of the advertising industry's most prestigious agencies and gives readers a rare glimpse of what it's like to be one of the very, very few Black professionals in the advertising agency business. Mark shares some of his amazing adventures with many popular celebrities. For info, visit [www.blackonmadisonavenue.com](http://www.blackonmadisonavenue.com)

**A View Through The Fog** by Bob McGee is compelling, poignant, and packed with both moving and hilarious anecdotes. All human life (and death) is here. With his own distinct voice, McGee opens the door on the dizzying world of the Golden Gate Bridge—the beauty of both nature and the bridge itself, the camaraderie and friction with colleagues, and the devastating tragedies of suicide jumpers. He brings an entire community to the page with a thought-provoking and richly detailed memoir that will resonate with many readers. For more info visit [www.msipress.com](http://www.msipress.com)

Covering seven decades of living, traveling, and growing, **Does My Voice Matter?** by Cynthia James follows James's journey of self-discovery and authenticity as she gradually recognizes that she has a voice—and learns how to use it. She uses her own life experiences as a backdrop for her exploration of how the voice is used as a tool of engagement; how a singular or collective voice can enhance empowerment, transparency, and accountability; and, finally, how expression can develop new ideas, shift cultures, political views, transform organizations, create laws, and improve lives. For info visit <https://cynthiajames.net>

**Grumpy and Green Parrot Find a New Home in Naples** by Susan Marie Chapman tells the story of Grumpy the Iguana and the Green Parrot are looking for a tree house in their new city of Naples, Florida. They have hired the services of Mr. Pelican who just happens to know where all the available tree homes are in the area. Mr. Pelican can be found on the historical Naples Pier. He has helped many animals find their forever homes and now Grumpy and Green Parrot are hoping that he will be able to do the same for them. For more info, visit [www.SusanMarieChapman.com](http://www.SusanMarieChapman.com)



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**Summer 2023  
Pinnacle Book  
Achievement Awards**

**Best Book in the  
Category of ADVENTURE**

Drawn Into Danger  
Keith Costelloe  
[www.keithcostelloe.com](http://www.keithcostelloe.com)

**Best Book in the  
Category of AI TECHNOLOGY**

Prompt Engineering for Everyone: A  
Comprehensive Guide to Unlock the  
Potential of ChatGPT and AI-Lan  
David Scott Bernstein and ChatGPT  
<https://passprog.com>

**Best Books in the  
Category of ANIMALS AND PETS**

Eye to Eye, Heart To Heart  
Pamela Pech  
<https://discoveryofself.us/my-book/>

Grumpy and Green Parrot  
Find a New Home in Naples  
Susan Chapman  
[www.SusanMarieChapman.com](http://www.SusanMarieChapman.com)

Bentley's Fantabulous Idea  
Miki Taylor  
[www.MikiTaylor.com](http://www.MikiTaylor.com)

**Best Book in the  
Category of ANTHOLOGY**

25 Servings of SOOP: Literary Journeys  
into Life, Meaning and Love  
Various Authors  
<https://soopllc.com/product/25-servings-of-soop-volume-1/>

**Best Book in the  
Category of AUTOBIOGRAPHY**

The People of the Sign  
Wade Fransson  
<https://thepeopleofthesign.com/>

**Best Book in the  
Category of BIOGRAPHY**

Einstein: The Man and His Mind  
Gary S Berger  
<https://einstein-themanandhismind.net/>

**Best Book in the  
Category of BODY MIND SPIRIT**

A Voice From Heaven:  
From Earthly Struggles  
to Thriving in the Afterlife  
Alexander V Girman and  
Cynthia J Girman  
[www.wingsofpeacepress.com](http://www.wingsofpeacepress.com)

**Best Books in the  
Category of BUSINESS**

The Value Equation: A Business Guide to  
Wealth Creation for Entrepreneurs,  
Leaders and Investors  
Christopher H Volk  
[www.thevalueequation.com](http://www.thevalueequation.com)

Chasing Dreams: An Entrepreneur's  
Guide to Finance  
Tom Hampton  
<https://soopllc.com/product/chasing-dreams-an-entrepreneurs-guide-to-finance/>

The Big Thing Effect  
Jeff Patterson  
<https://thebigthingeffect.com>

**Best Book in the  
Category of BUSINESS REFERENCE**

Hiring Veterans: How to  
Leverage Military Talent for  
Organizational Growth  
Matthew J Louis  
[www.matthewjlewis.com](http://www.matthewjlewis.com)

**Best Book in the  
Category of CHILDREN'S  
ACTIVITY BOOK**

Perry The Sheep:  
Christmas Tails Activity Book  
Cheryl Cheatham  
Elizabeth & Eleanor Carnahan  
[www.CherylCheatham.com](http://www.CherylCheatham.com)

**Best Book in the  
Category of CHILDREN'S  
BILINGUAL**

Thaddeus, Hold Your Horses!  
Susan Fay Ryan, Ed.D  
[1sfrs@comcast.net](mailto:1sfrs@comcast.net)

**Best Books in the  
Category of CHILDREN'S  
CHRISTIAN**

Simply The Best  
Howie Groff  
[howiegroff@yahoo.com](mailto:howiegroff@yahoo.com)

The King Meets Blessing  
Dian Cooper  
[www.DianCooper.net](http://www.DianCooper.net)

Grandpa Tell Me a Story  
Robert I Paul Jr.  
rip798183@gmail.com  
[rip798183@gmail.com](mailto:rip798183@gmail.com)

**Best Book in the  
Category of CHILDREN'S  
HOLIDAY**

I Have Questions, Lots and  
Lots of Questions:  
A True Story of Christmas  
David Lane  
<http://thedoctorslane.com>

**Best Books in the  
Category of CHILDREN'S  
INTEREST**

Aaron The Different  
Etty Burk  
[www.ettyburk.com](http://www.ettyburk.com)

Bentley's Dream  
Sandra Harry and Cathy Lawson  
[www.tgdkids.com](http://www.tgdkids.com)

Digger The Colony Worker Ant  
Christian Kueng  
[dr\\_chris1@verizon.net](mailto:dr_chris1@verizon.net)

Drystan The Dragon and  
Friends Series Book 4  
Janice Spina  
<https://Jemsbooks.com>

Jocelyn Learns To Dance  
Jocelyn E Cox  
[www.JocelynECox.com](http://www.JocelynECox.com)

# Summer 2023 Pinnacle Book Achievement Awards

**Best Book in the  
Category of CHILDREN'S  
PICTURE BOOK**

Molly Gets Her Wheels  
Sherry Carnahan  
[www.flyhighmediallc.com](http://www.flyhighmediallc.com)

**Best Books in the  
Category of CHRISTIAN**

The Kid's Pit  
Roy Sparkman  
<http://judgeroysparkman.com>

Genesis of a Genre:  
The Birth of Christian Rock  
Joe Markko  
[www.homebeforemidnight.com](http://www.homebeforemidnight.com)

The Way of the Shephard:  
Living a Life of Surrender  
Donna E Lane  
<http://thedoctorslane.com>

**Best Book in the  
Category of CHRISTIAN FICTION**

Journey To Peace  
Nakia Keaton  
[www.blueleafpublishing.com](http://www.blueleafpublishing.com)

**Best Book in the  
Category of EDUCATIONAL**

Peaches and Jake  
Celebrate Christmas  
Paula Bailey  
<http://www.xlibris.com/en/bookstore/BookDetail.aspx?BookId+SKU-001302992>

**Best Book in the  
Category of  
ENVIRONMENTAL NOVEL**

Tent City Convoy  
J Stewart Willis  
[www.jstewartwillis.com](http://www.jstewartwillis.com)

**Best Book in the  
Category of FANTASY**

Falling Stars  
Julie Rogers  
<https://www.julierogersbooks.com>

**Best Books in the  
Category of FICTION**

An Enemy Like Me  
Teri M Brown  
[www.terimbrown.com](http://www.terimbrown.com)

The Soul Machines  
Alexandru Czimbor  
<https://www.facebook.com/profile.php?id=100088590031243>

**Best Book in the  
Category of GRAPHIC NOVEL**

You Have To Live, Why Not Win?  
Dave Ketchen and Larry Thornton  
<https://www.whynotwin.org/product/you-have-to-live-why-not-win/>

**Best Books in the  
Category of HEALTH**

Nurse Florence, What is Heat  
Exhaustion?  
Michael Dow, RN, MS  
[www.nurseflorence.org](http://www.nurseflorence.org)

The Healing Connection  
Drew Remignanti  
<https://sooplcc.com/product/the-healing-connection/>

How Healers Heal  
Shilpi Pradhan  
[www.howhealersheal.com](http://www.howhealersheal.com)

**Best Book in the  
Category of HISTORICAL FICTION**

The Johnson Place:  
A Rappahannock County Story  
J Stewart Willis  
[www.jstewartwillis.com](http://www.jstewartwillis.com)

**Best Book in the  
Category of HOME AND GARDEN**

Foundation Repair Secrets: Learn How  
to Protect Yourself and Save Thousands  
Robert K Brown  
<https://www.foundationrepairsecrets.com>

**Best Book in the  
Category of HORROR**

Hidden in the Shadows  
AD Vancise  
[www.advanciseauthor.com](http://www.advanciseauthor.com)

**Best Book in the  
Category of HOW-TO**

The Guitar Decoder Ring: Featuring SIGIL  
The New Language of Guitar  
Asher Black  
<https://www.amazon.com/Guitar-Decoder-Ring-Featuring-Language/dp/BOC9SDN7G>

**Best Books in the  
Category of INSPIRATIONAL**

Peace, Joy and Love:  
Christmas Across Africa  
Terry Lister  
<https://www.terrylister.com>

Blast Radius: Shrapnel,  
Shards and Scars  
From the Lies I Lived  
Ally Brown  
<https://www.ally-brown.com/blast-radius-by-ally-brown>

**Best Book in the  
Category of JOURNALISM**

The Last American Editor Volume 1  
Ken Tingley  
<https://sooplcc.com/product/the-last-american-editor>

**Best Books in the  
Category of JUVENILE FICTION**

Poppy's Friendly Friends Fiasco  
Madelyn Simon  
[www.madelynsimon.com](http://www.madelynsimon.com)

Bentley's Fantabulous Idea  
Niki Taylor  
[www.MikiTaylor.com](http://www.MikiTaylor.com)

**Best Book in the  
Category of LEADERSHIP**

Taking Stock: 10 Life  
and Leadership Principles  
From My Seat at the Table  
Peter J de Silva  
<https://peterjdesilva.com>

**Summer 2023  
Pinnacle Book  
Achievement  
Awards**

**Best Book in the  
Category of LGBT NON FICTION**

Profiles in Gay Courage:  
Leatherfolk, Arts and Ideas  
Jack Fritscher

<https://PalmDrivePublishing.com>

**Best Books in the  
Category of LITERARY FICTION**

Cast Iron: A Novel  
Cameron Cowan

<https://soopllc.com/product/cast-iron/>

No Other Name

Robert Beatty

<https://www.authorhouse.com/en/bookstore/bookdetails/807257-no-other-name.com>

**Best Books in the  
Category of MEMOIR**

Black on Madison Avenue  
Mark S Robinson

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

Does My Voice Matter: A Journey  
of Self-Discovery, Authenticity  
and Empowerment

Cynthia James

<https://cynthiames.net/does-my-voice-matter/>

The Water Rabbit

Carolyn Lee

<http://www.waterrabbit.com>

A View Through The Fog

Bob McGee

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

Home Is Within You

Nadia Davis

[www.nadia-davis.com](http://www.nadia-davis.com)

Life at 12 College Road

Eric Mondschein

<https://soopllc.com/product/life-at-12-college-road/>

**Best Book in the  
Category of MEN'S INTEREST**

The MENTAL Fight of Your Life  
Freddie Floyd Jr

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

**Best Book in the  
Category of MILITARY**

Follow His Lead  
Richard Lamotte

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

**Best Book in the  
Category of MULTICULTURAL**

My Place Among Them: A Novel  
J Stanion

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

**Best Book in the  
Category of MYSTERY**

Him, Me and Paulie:

Drugs, Murder and Undercover

KB Pellagrino

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

**Best Book in the  
Category of POETRY**

Gather Seeds of Hope:

Poems, Prose and Stories...

With a Little Hope Sprinkled In

K.A. Bloch

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

**Best Book in the  
Category of RELIGION**

The Wise Men of the West

Jay Tyson

<https://soopllc.com/product/the-wise-men-of-the-west-volume-1/>

**Best Book in the  
Category of RELIGIOUS HISTORY**

1844 Convergence In Prophecy

Eileen Maddocks

<https://soopllc.com/product/1844-convergence-in-prophecy-for-judaism-christianity-islam-and-the-bahai-faith/>

**Best Book in the  
Category of ROMANCE**

Dear Prudence

Karen Janowsky

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

**Best Book in the  
Category of ROMANTIC COMEDY**

The Way to Cape May

Kimberly Brighton

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

**Best Book in the  
Category of SCIENCE FANTASY**

Darzik: Mates of the Alliance Book 2

Fionne Foxxe Farraday

<https://matesofthealliance.com/>

**Best Books in the  
Category of SCIENCE FICTION**

Infidel Wars:

Cleansed Book One

Donna E Lane

<http://thedoctorslane.com>

Ignition 2084

Jordan Hampton

<https://authorjordanhampton.com/>

Genefire

James Flanagan

[jimiflan@hotmail.com](mailto:jimiflan@hotmail.com)

**Best Books in the  
Category of SELF HELP**

Zen and the Art of

Navigating College

Peter Klein

<https://peterkleinauthor.com/>

Leadership With

A Servant's Heart

Kevin Wayne Johnson

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

**Best Books in the  
Category of SPIRITUAL**

Holy Parrot

Angel A

<https://www.angelsleap.com>

The Coming of the Glory

Volume 1

Eileen Maddocks

<https://soopllc.com/product/the-coming-of-the-glory-volume-2/>



# Summer 2023 Pinnacle Book Achievement Awards

## Best Books in the Category of SHORT STORIES

Family: Traditions and Celebrations  
Throughout the Year  
Sheila Kovach  
[skinthewinds@gmail.com](mailto:skinthewinds@gmail.com)

The Night Cometh: 20  
Fantastical Short Stories  
Lorilyn Roberts  
[www.LorilynRoberts.com](http://www.LorilynRoberts.com)

The Black Hole Pastrami Stories  
Jeffrey M Feingold  
[www.jeffreyfeingold.com](http://www.jeffreyfeingold.com)

Dogmatic  
Gerry Burke  
<https://gerryburke.net>

## Best Book in the Category of SUSPENSE PARANORMAL

Death Spoon  
Bob Oedy  
[www.deathspoon.com](http://www.deathspoon.com)

## Best Book in the Category of THRILLER

Extreme Vetting: A Thriller  
Roxana Arama  
[www.roxanaarama.com](http://www.roxanaarama.com)

## Best Book in the Category of TRUE CRIME

The Maybrick Murder and the  
Diary of Jack The Ripper:  
The End Game  
Christopher JM Jones and  
Dr. Daniel L Dolgin  
[www.FlorenceMaybrick.com](http://www.FlorenceMaybrick.com)

## Best Book in the Category of UNITED STATES HISTORY

The Great Flip: The  
Shifting Views of Liberals  
and Conservatives  
on Active Government  
Donald J Fraser  
[www.perspectiveshistory.com](http://www.perspectiveshistory.com)

## Best Books in the Category of WOMEN'S INTEREST

The Purple Parachute  
Paula Brand  
[www.purple-parachute.com](http://www.purple-parachute.com)

What The Heart Knows  
Mara Purl  
[www.MaraPurl.com](http://www.MaraPurl.com)

Walking Home  
Celia Ryker  
[www.rootstockpublishing.com](http://www.rootstockpublishing.com)

Canvas of Healing  
Suzette Welling  
<https://www.amazon.com/Canvas-Healing-Suzette-Welling/dp/BOC7J4Y7MM>

## Best Books in the Category of YOUNG ADULT

Starship Malaysia:  
Lies That Save Lives  
Keith Costelloe  
[www.keithcostelloe.com](http://www.keithcostelloe.com)

Finjamin and the Wild Ones:  
A Tale of Mystery, Wildlife,  
and a Pet Bunny  
Linda Lacnza  
<https://www.amazon.com/Finjamin-Wild-Ones-Mystery-Wildlife/dp/BOB7QH8DY>

## Best Book in the Category of LITERARY FICTION

Augusta  
Celia Ryker  
[www.celiaryker.com](http://www.celiaryker.com)

## Collecting Testimonials and Blurbs

by Lisa Copen

When collecting your testimonials or blurbs for your book, make sure to not have all of them be from experts. Yes, a well-known celebrity can add a bit of sparkle to your sales sheet. For example, who wouldn't want a quote about your new adoption scrapbook album from Angelina Jolie?

Testimonials from experts and celebrities catch the attention of both media like radio producers as well as your audience of potential readers. They will think, "Wow! That's nice that she was able to get a recommendation from her. That took some effort. Must be a decent book."

Always choose a specific benefit-oriented testimonial over a celebrity's vague testimonial.

And it will add credibility that the book isn't a real flop. But in my opinion, it's the average reader who will influence a person to buy your book.

Which blurb would make you want a book?

One by Stephen King that says... "Intriguing. Excellent read."

Or a testimonial from Suzy Smith that says... "Your book completely turned my life upside down—or should I say, right side up? I've made so many changes in both my actions and my attitudes. It's improved my health, my relationships—everything! Thank you for helping me get my life back!"

Stephen King's remark is nice, but it doesn't make me think I need this book. Suzy's review makes me think, "I need this book so I can get my life back too!"

Don't cover your book's front and back cover with just vague endorsements from celebrities. Be sure to add at least one real person's testimonial that will make the shopper think, "This person sounds just like me. If this book helped her (or entertained her), it will help me, too."

## How to Distribute Your Book by Carla King

When it comes to distributing your book, there's no shortage of options available. However, the plethora of options can leave authors stressed and confused as to which route to take. In this post, I'll breakdown the various options and tools available to distribute your book.

### Ebook distributor

An ebook distribution service distributes your ebook to a wide range of online retailers. They collect a percentage of sales (about 10%) to provide you with wide distribution plus centralized accounting and payment services. Later in this post I'll share my recommended vendors for ebook distribution.

### Print book distributor

A book distributor sends your print book (POD/print-on-demand, in most cases) to the online booksellers and brick-and-mortar bookstores. IngramSpark is currently the only reliable distribution channel that indie authors can use to reach brick-and-mortar stores. Why? Because they offer the 53% discount and returns program that bookstores require.

It's not good practice to use Amazon's distribution service because bookstores generally do not like to order books from Amazon. Besides, they only offer a 40% discount and have no returns program.

My favorite way to distribute print books is by using a combination of Amazon and IngramSpark and offering a 30% discount and no returns. I'll share the details on that a little further down the page.

Your customer finds your ebook in the store they like to shop in. That store is called an online retailer. Once the customer buys your book, they'll get it in the mail (if they order the print version), or download the ebook to their ebook reading device in Kindle format (if they bought it from Amazon) or EPUB format (if they bought it in any other store).

### Some more definitions

Before we continue on to the recommendations I'd like to define some more terms you'll come across when you're researching distribution.

An online retailer is an online store that sells ebooks in print, EPUB, or Kindle format to your customers. The major online ebook retailers are Amazon (which enjoys the majority of the market and sells both print and ebooks), Kobo (an ebook retailer a wide international reach), Barnes & Noble (print and digital), Apple (ebook only), and Google Play (ebook only).

Competing (or to compete) with Amazon is Walmart who sells both print and ebooks (via Kobo), too. There are many, many others.

You could rather tediously sign up for each of their publishing programs, type in your automatic payment information, and upload your ebook to each of these stores separately. But many authors find that using an ebook distributor to reach all the retailers is much more efficient.

Here's an important FYI: Amazon sells about a third of printed books in the US and is now opening brick-and-mortar retail bookstores, too. Books-A-Million, or BAM!, is the second-largest brick-and-mortar book retailer in the US after B&N. They also sell books online.

An ebook reading device is any device or app that can read the ebooks purchased from an online retailer. iPad owners have been trained to download the EPUB version and Kindle owners know they need a Kindle (KF8, mobi, or azw) file. You can read Amazon Kindle books on your iPhone using a Kindle app that you download from the app store. However, you can't read an ebook in EPUB format on your Kindle ebook reader, because it's a dedicated, one-purpose device that only reads Kindle files. Today, most people read ebooks on a multi-purpose tablet computer using an app.

### What is a bookstore?

The definition of a bookstore has changed. A bookstore is both a bricks-and-mortar business and an online book retailer. Does your local independent bookstore have a website? Probably! And you can probably

Pure-play retailers focus only on selling one thing. An example of a pure-play bookstore is B&N. Amazon is not a pure-play retailer because it sells all kinds of products.

Selling direct from your own website or at events or even from the trunk of your car is another way to distribute. There are a lot of tools that will help you sell books on your own website by embedding a widget. Check out Gumroad, Leanpub, and Patreon to get familiar with the kinds of things you can do. My go-to list of print book and ebook distributors

Here's a summary of the companies I most often recommend to authors who have professionally produced a book and need distribution to the ebook and print book retailers. There are lots more in the Consumer's Guide.

### Draft2Digital

Draft2Digital acquired Smashwords early in 2022. So go straight to Draft2Digital instead of using Smashwords now. Draft2Digital has a beta program for print. I talked with them the Nonfiction Authors Association podcast in July 2022. Listen here.

Draft2Digital provides ebook distribution to all the major retailers online, plus hundreds of storefronts worldwide.

They offer an automatic book formatting tool on their site and great customer service. Like most vendors, they keep 10% of the sales price.

### IngramSpark

IngramSpark will distribute both your print book and ebook to all the stores, both online and bricks-and-mortar bookstores. It is owned by Ingram (the largest book distribution company in the world), so they have very wide reach. Most of the other distributors "hook in" to Ingram's distribution service, so you don't have to use IngramSpark to get Ingram distribution.

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Only use this program if you've checked out their marketing tools and you're sure you want to use them.

### Other Interesting Options

Publish Drive and StreetLib are proud of their global reach and Scribl has some interesting marketing features. Find reviews of these services in the free consumer's guide when you sign up for my Free Publishing Toolkit.

Educating yourself on the possibilities can cause a headache, I know. So here's where I provide the distribution scenarios I recommend most for self-publishers.

The combination I recommend the most

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## Book Marketing and Publicity: Why Writers Conferences are Crucial to Your Author Success

by Penny Sansevieri

I'm a big fan of author education, and there's no better way to further your book marketing and publicity success than taking a class or two. But even better than that is a chance to immerse yourself in your industry via a writers conference!

With writers conferences finally returning to in person, now is a good time to start planning your next event. And though I loved that many of these events still happened virtually, there's nothing like meeting other writers and industry professionals in person.

Sadly, many authors attend writers conferences for the wrong reasons. I often hear authors say, "I'm going to land an agent." And while it does happen that an author finds an agent at a writers conference, it's rare.

### What Should You Expect?

Well, that really depends on the event. So first, I recommend you review all the classes offered before deciding to commit to something. Some conferences focus only on craft, while others are more heavily marketing-focused, so it depends on the event itself. Don't get pulled in by some flashy headline if the speaker tracks and content aren't appealing to you. I suggest finding at least four sessions that you feel are worthwhile before plunking

down the money. You'll probably want to take more classes, but four is a good start. That'll give you enough time to network, maybe take in an agent meeting or two (if that's something you want to do), as well as attend keynotes and luncheon speakers.

If you're attending an event just to meet an agent (or two), make sure that there are agents attending the event who handle your genre. That can be a big disappointment if you base going to the event solely on finding an agent, only to discover that none of them work in your particular genre.

### Types of Conferences

As I mentioned above, there are literally as many writers conferences as there are genres (well, almost). There are romance-specific events, mystery and thriller events, and even writers conferences geared to lawyers who write fiction. And you'd be surprised how many attorneys we've worked with over the years who write fiction!

So first and foremost, start digging through some events and maybe even consider attending events outside your genre. Let me explain.

I've spoken for Romance Writers of America multiple times, which always puts on a great conference. And though I write in non-fiction, I always find their classes helpful. I know a lot of authors who attend events outside of their genre, like fantasy authors who go to Thriller Fest

and on and on. The point is, though the sessions will be very geared to the specific event genre, you could glean a lot from attending these events if the tracks seem appealing to you. How to Find the Right Conference for You

You can start on Google, but magazines like The Writer always have a monthly listing of events (and it's pretty extensive). Also, any local writer's group may be linked to events that may also appeal to you.

### What Are Your Book Marketing and Publicity Goals?

A big piece of deciding on what kind of events to go to will depend on your goals. If you're looking to sell your manuscript to a publisher, you'll want an event with many agent appointments. But if education is your interest, you'll want to identify what you want to learn. Do you need to get more versed in social media? Are you interested in getting more influencers to review your book? Want to know more about how to work the Amazon algorithm? Knowing what you'd like to learn will help you decide which event to attend.

Hybrid vs. In-Person (and why you want to purchase conference recordings)





Some events still offer a blend of in-person and virtual, though not all – and some have gone all virtual for the foreseeable future. So if you can't afford to take time off to attend, that's definitely another option. Though it's such a great investment to attend in person, so I highly recommend it whenever you can.

Most conferences record sessions, and I encourage authors to get a set of recordings. Why? You miss stuff, even when you attend sessions in person. Also, you may hear of sessions that you didn't get to attend, so it's always good to have recordings to listen to later!  
Be Prepared!

Now that you've booked your writer's conference, let's get ready to make the most of it.

Join the conference Facebook group: This is a great way to start networking early and get to know some of the speakers, topics, and attendees.

Bring business cards: You don't have to spend a lot of money creating these, but bring something professional looking that you can hand out.

Collect business cards: Also make sure that you note on the back where you met the person and briefly take down what you discussed.

Be prepared to talk about yourself: I know this is tricky for many authors. We live in our world, and networking is hard, but the better prepared you can be, the easier this will flow.

Here are a few things you should be ready to talk about: What kinds of books do you write? Get very clear on your genre; not knowing what genre you write in is the #1 way to look like an amateur. Describe them in one succinct sentence. If you're writing non-fiction, what are your qualifications?

Bring swag if you have it: Swag can be anything from bookmarks to character trading cards – swag is optional but if you have it, bring it.

Hit the bar: Some of the best conversations happen after the last session, so be sure and stop by the hotel bar and don't be afraid to tee up a conversation or two while you're there – just don't, you know, partake too heavily. This is a work event, not a vacation.

Never sit alone: It's easy to want to sit alone during lunch or dinner but don't, and most events won't let you anyway. You'll be seated at a table of eight or ten, generally. Also, don't sit with the same people all the time. Get to know as many other writers and speakers as you can.

Don't hog a speaker's time: This is from personal experience. As a speaker attending events, I can tell you that being courteous to others who want to chat with a speaker, whether after a session or during a meal, will be greatly appreciated by not just the speaker but other writers who want a chance to ask some questions.

Writers conferences come in all shapes and sizes, and they can be a fantastic way to learn about your craft, dig into more book marketing and publicity, and network with other authors in your same boat. It can be both inspiring and career-building if done right!

Have you attended a conference you loved? Tell us about it in the comments!

Here are a few I love:  
San Francisco Writers Conference  
IBPA's Publishing University  
Emerald City Writers Conference  
Southern California Writers Conference  
Romance Writers of America  
The 805 Writers Conference

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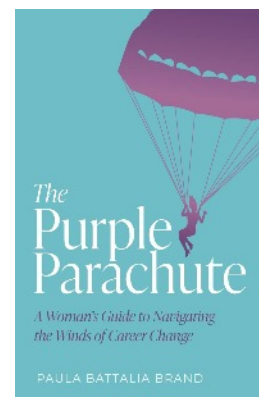
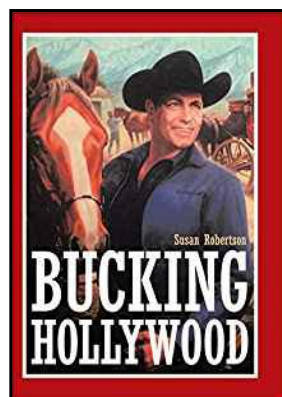
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